

# Irene Shen

[irene@ireneshen.com](mailto:irene@ireneshen.com)  
<http://www.ireneshen.com>

## EXPERIENCE

### **TechStylish, Fremont, CA — Web Production Company Owner**

September 2010 - PRESENT

Owner and operator of a boutique web consulting and web production company specializing in improving usability, ongoing web administration, and social media management for small business, individual, and nonprofit clients.

#### **Recent Projects:**

Mimiharrisinteriors.com  
AsamNews.com  
Funmothersclub.com  
Oliveirapta.org

Reyespedatricdentistry.com  
Crossfitph.com  
Crippsmasplace.org

### **ZipRealty, Emeryville, CA — Director of Product Management**

May 2007 - September 2010

Launched and managed ZipCommunity, an online community and forum for consumers and ZipRealty agents.

Lead across the full product lifecycle of website applications, including concept, specification, design, launch and maintenance phases.

Identified and analyzed new opportunities to improve and enhance ZipRealty.com website.

Collaborated in a cross-functional team with marketers, interaction designers, and engineers to define and gather requirements, and implementing projects with a focus on business priorities; Work with the senior management to develop and prioritize product roadmap and strategy.

Worked with tools such as Omniture, design and A/B and multivariate testing to gather intelligence.

### **IGN/Fox Interactive Media, Brisbane, CA — Project Manager**

May 2005 - March 2007

Created daily reports to Directors and CTO, created requirements documents, facilitated meetings, drafted functional requirement, tested and documented web applications.

Managed production and UI project stages from conception to launch, including project support, usage reporting, project compliance and conflict resolution. Developed procedures and monitor project effectiveness to ensure effective post launch.

## **Wine.com, San Francisco, CA — Web Producer**

September 2004 - March 2005

Facilitated the technical and content objectives for all website related programs for the E-tailer. Responsible for scoping projects, communicating with idea originators and the development team, and managing these projects from inception through completion.

Developed documentation for operations and processes, as well as recommendations for future strategy and best practices.

## **Oracle Corporation, Redwood Shores, CA — Sr. Web Producer**

December 2000 - December 2003

Advanced to assume responsibility for managing production of Oracle homepage and site redesigns. Position encompassed coordinating international websites for Oracle Worldwide Marketing, managing support tickets and webmaster correspondence, handling website migrations, supervising promotional web campaigns, conducting usability and accessibility training, performing user acceptance testing, coordinating trade show schedules, identifying and troubleshooting software defects and writing a column for Oracle magazine.

Developed innovative HTML templates in foreign languages, applying Unicode standard and utilizing multi-byte character sets.

Created and managed production processes and user guidelines for Oracle proprietary content management system.

Led large-scale globalization project and centralized 57 international websites, facilitating maintenance and administration.

## **EDUCATION**

B.A. International Relations & Economics

### **Claremont McKenna College**

Claremont, CA

## **SKILLS**

Hootsuite Social Media Certified

Human Factors Certified Usability Analyst

## **LANGUAGES**

Fluent Mandarin (written and spoken)

## **VOLUNTEER EXPERIENCE**

Facilities Advisory Committee Member,  
Fremont Unified School District

Measure I Oversight Committee Member, FUSD

Communications Chair, Oliveira Elementary  
PTA

President/Membership Coordinator/Website  
Admin, FUN Mothers Club