

# Janice Von Itter

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## EXPERIENCE

### *Staff Product Manager*

#### **Mozilla** - Remote / San Francisco, CA

JANUARY 2019 - JANUARY 2020

- Owned Firefox Reality (FxR), Mozilla's virtual reality browser, and voice features within the Firefox ecosystem. Worked across research and production teams to preserve user agency and trust on new form factors.
- Increased weekly active usage of FxR by more than 300% in less than one year by identifying and driving implementation of high-value user features. Managed releases on additional devices and platforms.
- Planned and performed user research for new VR and voice-based product concepts. Communicated results and pitched new concepts to leadership for investment.
- Managed a vendor UX team, directing, reviewing and approving designs, prioritizing work across projects and translating specs into actionable development tasks.

### *Head of Product & User Experience*

#### **Bossa Nova Robotics** - San Francisco, CA

JANUARY 2018 - OCTOBER 2018

- Led product and feature definition for an autonomous robot working in a retail environment to automate the collection and analysis of on-shelf data. Focused on interactions between the robot, data services, store employees and customers.
- Defined the long-term roadmap for the overall product suite, including new hardware, algorithm development and data products. Created product requirement documents and detailed functional specifications.
- Hired and managed UX Designers, Researchers and Product Managers as well as engagements with outside design vendors.

### *Senior Product Manager*

#### *Design Manager*

#### **Fitbit** - San Francisco, CA

APRIL 2015 - DECEMBER 2017

- Planned and executed the multi-year product strategy for trackers and smartwatches worn by over 30 million active users. Helped ship the Fitbit Blaze, Ionic, Flyer, Versa, Charge 3 and Inspire.
- Maintained in-market tracker products (Alta, Alta HR, Flex 2, Charge 2) including releasing software updates, reducing hardware costs and analyzing customer behavior and feedback.
- Managed the wearables design team, including hiring and mentoring a diverse group of 10 designers and building team processes.
- Defined design strategy for the Fitbit smartwatch and tracker platforms, developer SDK and individual devices.
- Researched and delivered competitive analyses and customer insights to inform product requirements and priorities. Determined quantifiable performance indicators and resource plans.

### *Senior Interaction Designer*

#### **GoPro** - San Mateo, CA

OCTOBER 2014 - APRIL 2015

- Created, prototyped and documented detailed interaction model concepts for the Hero5 camera, balancing button, voice and touch screen input for use in extreme sport conditions.
- Created and maintained behavioral specifications for products and the wider GoPro media ecosystem.

## Senior UX Designer

### Microsoft - Redmond, WA

APRIL 2010 - AUGUST 2014

- Designed many of the core gaming and social apps leading up to the launch of the Xbox One console - Friends, Parties (multi-player gaming), Achievements, Game DVR, Skype, Messaging and more.
- Created service-driven social and gaming experiences used by nearly 50 million Xbox Live users across two consoles, mobile devices, Windows and the web.
- Improved the navigation and information architecture of the content marketplaces on Xbox 360 for the 2012 release. Redesigned the Music app to align to new cross-device experiences.
- Created early concepts and storyboards for a connected, multi-platform, social operating system, which became the core of Windows 10.
- Designed social experiences for mobile apps and websites including next-generation profiles, civic activism and social network concepts.

## UX Product Manager

### Flying Lab Software - Seattle, WA

JANUARY 2007 - MARCH 2010

- Led the team responsible for building and improving the game interface on *Pirates of the Burning Sea* (a 3D MMORPG released in 2008) and its expansion, *Power & Prestige*.
- Wrote specifications and created wireframes for new game features. Assisted in the creation of gameplay and interface design systems.
- Created and presented pitch documents for three new game concepts to publishers.

## EDUCATION

## Master of Science - Human Centered Design & Engineering

### University of Washington - Seattle, WA

JANUARY 2007

## Bachelor of Science - Journalism

### Boston University - Boston, MA

JUNE 2002

## SKILLS

### Product & Team Management

Strategic planning  
Product definition and validation  
Innovation  
Product lifecycle  
Presentations  
Hiring and mentoring  
Agile development processes

### User Experience Design

Human-centered design  
Interface design  
Specifications / documentation  
Qualitative / quantitative research  
Prototyping  
Wireframing  
Task Analysis

### Areas of Expertise

Hardware / software ecosystems  
Wearable technology  
Augmented and virtual reality (AR/VR)  
Robotics  
Game design  
Consumer electronics and IOT  
Platform development