Tyler Ruff

Cofounder, CPO @ Reko
Draper, Utah, United States

Summary

When the goin' gets tough, the Ruff's get goin'.

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Experience

Reko
Cofounder, Chief Product Officer
April 2020 - Present (4 years 4 months)
St George, Utah, United States

Avast
Senior Product Manager
December 2021 - August 2022 (9 months)

Evernym
Senior Product Owner
February 2014 - January 2022 (8 years)
Eagle Mountain, Utah, United States

From inception to launch and everything in-between, I'm responsible for bringing the world's first self-sovereign mobile wallet to market. I've launched 4 hybrid mobile apps in total and have led several international remote development teams. I maintain several product backlogs, have written 6,000+ user stories resulting in kick-ass mobile apps that are the first of their kind. I do UX testing, UI design, user story writing & validation, product strategy and roadmap. Among a bunch of other things.

Some of my responsibilities at Evernym:

-Product Owner things (backlog, scrum of scrums, sprint rituals, etc)
-Product Roadmaps & scope
-Meeting customers & understanding their needs
-Correctly digesting customer feedback and producing cohesive requirements from them
-User experience design. Includes building personas, flowmapping, building lo-fi wireframes and prototypes

-Designing user interface. Fairly proficient in Figma. Can produce hi-fi design comps
-Helping define POC or Pilot scope with large enterprise customers
-Enterprise SDK UX
-Managing public beta of our consumer product
-Mobile app development and launch. Experience with Cordova webapps and ReactNative iOS and Android.
-Hire Designers
-Hire QA
-Hire developers
-Hire other Product Management
-Decentralized Cloud Architecture guidance
-Gathering and understanding user feedback
-Solving UX/Design problems
-Building & maintaining a costing model
-Investigating and setting a product pricing structure
-Teaching external folks about self-sovereign identity and our product stack
-App Store listings & Reviews
-Sales demos
-Marketing website for our consumer product

And any other necessary skills needed to grow a successful startup. Yee haw.

Tools Used: Atlassian's Jira Cloud, Slack, Zoom, GSuite, MSFT Office, Figma, Pycharm, GitLab, Github, Appcenter, Google Play Console, Apple Dev Console, Plantuml, Lucidchart

My Fast PC
Analyst
June 2013 - February 2014 (9 months)
Orem Utah

-Inside Sales

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