

Amy Ogrin

Austin, TX / Remote • 979-595-8934 • amyreneogrin@gmail.com • amyreneogrin.com

PRODUCT MANAGEMENT TEAM LEAD | CONTENT PLATFORMS & OMNICHANNEL EXPERIENCES

Product and people leader with 12+ years across digital product management and UX, including 7+ years leading enterprise-scale content platforms and omnichannel web experiences. Experienced in standardizing and scaling platforms, aligning cross-functional teams, and delivering measurable improvements in performance, engagement, and execution.

CORE CAPABILITIES

- Content platform strategy & modernization (Next.js, CMS evolutions)
- Omnichannel experience delivery (web, mobile, email, content ecosystems)
- Platform standardization & reusable capabilities (templates, frameworks, tooling)
- Product operating models (intake, prioritization, planning, release governance)
- Cross-functional alignment (Product, Design, Engineering, Content, Marketing)
- Performance, SEO, AEO, and accessibility optimization
- Portfolio roadmap ownership & execution
- People leadership & product capability development

TOP 5 EXECUTIVE IMPACT

- Standardized and scaled content platforms supporting omnichannel experiences serving millions of users, improving consistency, delivery speed, and cross-team alignment
- Deployed 3,000+ pages to Next.js, improving Core Web Vitals by 50% and increasing discoverability and performance across key journeys
- Launched omnichannel education experiences reaching 6M users, enabling 800+ content assets and reusable templates to scale content delivery
- Drove significant engagement growth across education experiences, including 600%+ YoY growth in key areas and sustained monthly reach in the hundreds of thousands
- Built scalable operating systems and teams, growing product capability, establishing planning and release rhythms, and improving execution clarity and confidence

EDUCATION

M.S., UX Design — Kent State University

B.B.A., Marketing — Texas A&M University

PROFESSIONAL EXPERIENCE

Charles Schwab — Digital Product Management (People Leader)

Austin, TX • 2024–Present

Lead platform and experience product strategy across a large portfolio of public web and education experiences, with a focus on **standardizing content platforms, scaling delivery, and modernizing the web architecture.**

Content Platform Strategy & Standardization

- Led **Next.js Full Implementation strategy**, defining platform direction and objective-oriented milestones to scale modern web delivery across Schwab.com
- Standardized **content delivery frameworks, templates, and reusable components**, enabling teams to scale content production and reduce duplication
- Established consistent approaches to **content structure, rendering, and publishing**, improving maintainability and cross-team alignment

Platform Modernization (Next.js Transformation)

- Supported deployment of 3,000+ pages on Next.js across education, PDF, Search, and other experiences
- Improved Core Web Vitals by 50%, meeting performance targets across releases and enabling scalable front-end delivery
- Reduced reliance on legacy systems, improving long-term scalability, flexibility, and developer experience

Omnichannel Experience Delivery

- Delivered integrated content and education experiences across digital platforms & channels, aligning journeys across discovery, learning, and conversion
- Improved discoverability and engagement across key experiences, including 6x increases in organic click-through
- Partnered with business and marketing stakeholders to prioritize high-impact content initiatives tied to client outcomes

Product Operations & Delivery Scaling

- Built and implemented a standardized prioritization and execution framework (monthly prioritization, risk logs, transparent release tracking)
- Improved decision-making speed, visibility, and partner alignment across multiple teams and workstreams
- Iterated PI planning format and execution model, achieving 90%+ satisfaction and improving engagement and delivery clarity

Release Governance & Platform Enablement

- Supported 22 production releases in 2025, improving release transparency and coordination across teams
- Established baseline feature flag operations and versioning practices, enabling safer, more controlled releases
- Built a centralized front-end release hub to track releases & dependencies

People Leadership & Capability Building

- Grew product team by 50%, aligning ownership to domains & measurable outcomes
- Coached product managers to operate with greater clarity & outcome focus
- Led leadership development efforts to build pipeline of future product leaders

Charles Schwab — Product Leader, Education & Content Experiences

2019–2024 (progressive leadership roles)

Scaled Education & Content Platforms

- Launched omnichannel Insights & Education experience serving 6M users, enabling 800+ content items, reusable templates, and an Education platform
- Enabled content teams to scale production through standardized templates, workflows, and publishing capabilities

Learner Experience Innovation

- Delivered interactive education capabilities, including courses with progress tracking and structured learning experiences
- Achieved strong engagement metrics including ~15K monthly views and 15% completion rates on learning features

Platform Evolution & Program Delivery

- Led next-generation content and platform initiatives; foundational POC achieved **90%+ KPI** targets and enabled scaled rollout
- Coordinated cross-functional delivery across product, design, & engineering

Earlier Roles — UX & Platform Foundations

- UX Architect, Charles Schwab (2017–2019)
- UX Designer, Ambonare (2016–2019)
- UX Designer, Texas Law School (2014–2017)
- Web Specialist, Texas A&M University (2011–2014)

Built foundation in **content systems, UX, and web platform design**, shaping scalable digital experiences and CMS-driven ecosystems.