

AMY OGRIN

Director of Product Management | Learner & Education Products | People Leader

CONTACT

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CAREER SUMMARY

Product and people leader with **12+ years** spanning digital product management and UX, and **7+ years** leading platform and experience delivery at enterprise scale. Proven record of owning strategy and delivery for learner-adjacent and education experiences, modernizing web platforms, and building operating systems that improve execution quality and predictability across cross-functional teams. Strengths include outcome framing, roadmap leadership, stakeholder alignment, and coaching product teams through ambiguity to deliver measurable improvements in experience performance and engagement.

CORE COMPETENCIES

- **Portfolio & roadmap leadership:** multi-year roadmaps, roadmap governance, release planning and in-market iteration
- **Learner & content experiences:** omnichannel education experiences, interactive learning modalities (courses/learning paths), content templates and delivery systems
- **Outcome & KPI discipline:** defining measurable outcomes, using KPIs to guide tradeoffs, communicating impact
- **Product operations at scale:** intake & prioritization frameworks, PI planning, risk logs, release governance and transparency
- **Cross-functional leadership:** Product + Design + Engineering + Content + stakeholder teams; executive storytelling and alignment
- **People leadership:** managing and developing product leaders; coaching through ambiguity; building team capability

PROFESSIONAL EXPERIENCE

CHARLES SCHWAB — Digital Product Management, People Leader

Austin, TX / Remote • 2023–Present

Own a portfolio spanning platform modernization and digital experiences; lead product operating rhythms and develop product talent while partnering with engineering, design, and business stakeholders to deliver measurable outcomes.

Portfolio Strategy, Roadmap Leadership & Measurable Outcomes

- Supported deployment of **3,000 pages on Next.js** across major site areas through **22 Next.js releases in 2025**, strengthening delivery reliability and modernization momentum.
- Improved **Core Web Vitals by 50%**, met target metrics on releases, improved **organic click rate by 6x for key experiences**, and **grew AEO traffic by +1,104% YoY**.
- Established objective-oriented milestones framework for Next.js adoption, increasing clarity and shared understanding across product teams and partners.

Scaled Product Operations

- Built standardized prioritization and execution framework (monthly prioritization updates, risk log updates, transparent release tracking) to increase partner collaboration and simplify tradeoff decisions.
- Improved PI planning effectiveness through format iteration and orchestration; achieved **90%+ satisfaction** across product teams and partners.
- Enhanced release transparency and approvals by managing a front-end release hub and establishing baseline feature flag operations and code versioning approach.

People Leadership & Team Capability Building

- Doubled size of product team in 2025, evolving domain responsibilities and aligning product leads to clear objectives and success metrics.
- Coached and mentored team members; documented outcome-driven ways of working and strengthened team readiness for expanded scope.
- Led and mentored leadership development cohort, supporting growth of future leaders.

CHARLES SCHWAB — Product Leader, Education Experiences

Austin, TX / Remote • **2019–2023** (progressive scope across roles)

Learner & Education Products

- Launched omnichannel education experience serving **6M+ users yearly**, including **5 reusable editorial templates** delivered across 10 web experiences, email, & mobile application.
- Delivered interactive education capabilities across channels; contributed to **site education engagement growth of 602% YoY** in first 2 years, including net-new learner feature “Courses” integrated with progress tracking cross-channel.

- Partnered cross-functionally to manage sequencing and delivery across multiple teams and stakeholders, supporting consistent delivery against critical transition timelines and commitments.

Program & Platform Leadership for Education Modernization

- Drove next-generation platform initiatives supporting education experiences; Foundational POC met or exceeded **92% of KPI targets**.

CHARLES SCHWAB — UX Architect

Austin, TX • 2017–2019

- Designed digital experiences using brand standards, content strategy, and UX best practices; created user flows, wireframes, and design recommendations in cross-functional delivery settings.

AMBONARE, INC. — UX Designer (Contract)

2016–2019

- Worked with government and non-profit clients to gather requirements, solve complex design problems, and implement design solutions.

TEXAS LAW SCHOOL — UX Designer

2014–2017

- Conducted research, analyzed data, and aligned stakeholders to create prioritized digital roadmaps for web applications and marketing sites as part of an Agile team.

TEXAS A&M UNIVERSITY — Web Specialist

2011–2014

- Owned digital strategy and CMS operations across a large site footprint; managed platform changes and trained users.

EDUCATION

M.S., UX Design — Kent State University

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

KEYWORDS

Product Vision & Strategy • Multi-Year Roadmap • Activation/Engagement Metrics •
Learner Experience • Courses & Learning Paths • Content Tools & Templates •
Cross-Functional Leadership (Product/Design/Engineering/Content) • Operating Model &
Product Ops • Release Planning & Optimization • Executive Storytelling