MICAH RAUCH

SOFTWARE PRODUCT MANAGER | PRODUCT OWNER

Phoenix, AZ | Remote / Hybrid / In-office / Full-time | 661.219.1464 | guesswho@itsmicah.com
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PROFESSIONAL PROFILE

Software Product Manager with a hands-on background in UX/UI, front-end development, and marketing. Bridges business, user, and engineering perspectives to challenge assumptions, define the right problem, prioritize requirements, and guide development.

CORE EXPERTISE

Product discovery & delivery: Stakeholder interviews · User research · Product definition · User stories/specs · Prioritization · Prototyping · QA

Cross-functional collaboration: Executive alignment · UX/UI · Technical feasibility · External development teams · Marketing/engineering translation

Technology & tools: Jira · Figma · Adobe XD · WordPress · Webflow · HTML/CSS · JavaScript/jQuery · Schema.org · Adobe Creative Cloud · AI tools

PROFESSIONAL EXPERIENCE

Talent Select AI (formerly Harqen) | Remote — Jan 2021 – Jun 2026

Product Manager, Interview Ace & Talent Select AI | Jan 2021 – Jun 2026

- Defined two AI hiring applications, translating customer and stakeholder needs into product flows, wireframes, specs, user stories, and prioritized backlogs.
- Researched asynchronous interviews and aligned leadership, recruiting, I/O psychology, and engineering on assessment rigor, employer flexibility, and candidate usability.
- Prototyped a proposed two-minute limit to inform a 10-second preparation period and 10-minute response window; designed role-based question selection with a suggested, not enforced, six-question limit.
- Coordinated external developers in Korea, clarified requirements, reviewed builds, and ran QA through two internal testing rounds and a company-wide test of Interview Ace.
- Built Webflow sites for three products, including a SaaS rebrand; contributed market research, positioning, content, and video.

On Q Financial — Oct 2019 – Jan 2021

Website Manager

- Translated the CMO's SEO strategy and 10× content-growth goal into a fast, custom WordPress theme and streamlined publishing workflows for multiple contributors.
- Built dynamic Schema.org and required alt text into publishing; reverse-engineered undocumented code to preserve nationwide mortgage-agent search.
- Benchmark tests beat competitors evaluated; site structure remained largely unchanged in 2026. Managed a junior developer.

Yeager Marketing — Jun 2017 – Oct 2019

Front End Developer / Marketing Automation

- Built WordPress sites and landing pages for major technology clients; managed Act-On, SharpSpring, and Pardot automation and advised on UX.

Newtek Business Services (NASDAQ: NEWT) — Sep 2015 – Jun 2017

UI Designer / Front End Developer

- Interviewed support, business, product, and engineering teams; designed a unified customer view with relevant product recommendations across two systems.
- Designed and built a simplified pre-application flow that reduced the overall process from nearly 60 minutes to under 10 minutes.

EARLIER EXPERIENCE

SocialWhirled | Front End Developer | 2014–2015 Built campaigns for Pepsi, American Girl, Doritos, and AMP; designed social CMS UI.

Copiamobile / nGage Labs / Campus Nation | UX/UI Designer | 2010–2014 Designed offer-management tools and mobile UX for Follett and Sears; led an offshore creative team.

CrystalTech / Newtek Web Hosting | Web Master, Designer & Full Stack Developer | 2000–2010 Built a long-lived hosting control panel, company sites, and branding; led a small design team.