

MICAH RAUCH

Product Manager • Full-Stack Marketer • Web Designer/Developer

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SUMMARY

Product-minded generalist with 20+ years building, designing, and marketing software for small teams, most often as the person who does all three. Most recently at Talent Select AI, where I ran the websites, content, and messaging for five years and, from 2024, also served as Product Manager for two AI hiring products, owning wireframes, specs, and an outside development team. Strongest at turning a fuzzy goal into a clear picture of the finished product and then finding the simplest path to ship it, whether that means writing the code, directing the people who do, or working alongside AI tools. Enjoys mentoring: teaching people how to think about the end result before they build.

SKILLS

Product	Product management, wireframing & specs, UX/UI design, user stories, prioritization, managing outsourced development, QA, product documentation
Marketing	Messaging & positioning, content strategy & editing, SaaS rebranding, market/competitor research, marketing automation (Act-On, Pardot), video production, SEO
Web	Webflow, WordPress (custom themes), HTML, CSS, JavaScript/jQuery, landing pages, site performance
Design & Tools	Figma, Adobe XD, Photoshop, Illustrator, InDesign, After Effects; Claude (Code, Design) and AI-assisted workflows

EXPERIENCE

Talent Select AI (formerly Harqen) — Remote

Jan 2021 – Jun 2026

AI-powered hiring and admissions software (Talent Select AI, StudentSelect AI, Interview Ace). Two overlapping roles at the same company:

Product Manager, Interview Ace & Talent Select AI

2024 – Jun 2026

- Owned product definition for Interview Ace from 2024 and Talent Select AI from 2025: produced wireframes and specs, prioritized a constantly evolving feature backlog against an anchor customer's needs, and directed an outside development team through build, QA, and release.
- Served as the internal source of truth on how the products worked, supporting sales, customer conversations, and marketing with hands-on product knowledge.

Full Stack Marketer (also Marketing Specialist, StudentSelect AI)

Jan 2021 – Jun 2026

- Designed and built the marketing websites for all three products in Webflow, including the site for the Harqen-to-Talent Select AI rebrand (talentselect.ai, still live).
- Edited the company blog and helped conceive messaging and content across products; researched the AI hiring and admissions market to inform positioning.
- Produced video and creative assets for campaigns and product education.

On Q Financial — Website Manager

Oct 2019 – Jan 2021

- Built a custom WordPress theme for a 10x content expansion, engineered to be SEO-friendly and faster than competitor sites; the theme remains in production in 2026.
- Managed a junior developer, handled ongoing site upkeep, and supported the internal development team.

Yeager Marketing — Front End Developer / Marketing Automation

Jun 2017 – Oct 2019

- Built campaign landing pages and WordPress sites for large technology clients.
- Ran all marketing automation for the agency and its clients (Act-On, Pardot).
- Advised clients without in-house digital expertise on UI and web best practices.

Newtek Business Services (NASDAQ: NEWT) — UI Designer / Front End Developer

Sep 2015 – Jun 2017

- Designed and developed a loan web app that cut pre-application time from over an hour to about ten minutes.
- Wrote user stories, designed, and coded front-end applications; mentored a small web design team.

EARLIER EXPERIENCE

SocialWhirled — Front End Developer

2014 – 2015

- Built web app campaigns for Pepsi's Super Bowl promotion, American Girl, Doritos, and AMP; designed the UI for the in-house social CMS.

Copiamobile / nGage Labs / Campus Nation — UX/UI Designer

2010 – 2014

- Designed offer-management panels, in-store UX, and consumer mobile apps for Follett, Sears, and others; led a small offshore team producing animated videos for Video Professor.

CrystalTech / Newtek Web Hosting — Web Master, Designer & Full Stack Developer

2000 – 2010

- Helped build the hosting control panel used for over a decade; built company sites, branding, and video; led a small design team.