

# George Schneiderman

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## CONTACT

george.schneiderman@gmail.com  
georgeschneiderman.com/portfolio  
www.linkedin.com/in/georgeschneiderman

(347) 563-4093  
New York, NY

## SUMMARY

**Software business analyst with CS degree and additional experience in UX and Product roles**

**Techology Experience:** Software Requirements. Functional Specifications. Data & Object Modeling. User Research. Wireframing. Data Visualization. Web & Mobile UI Design. User Stories. Lean & Agile Methods. Sketch, InVision, & InDesign. Statistical Data Analysis in Python, R, & Excel. HTML, CSS, JavaScript, SVG, & D3.

## PROFESSIONAL EXPERIENCE

### Wireless Generation / Amplify Education

**2006–2015**

#### Principal Business Analyst

**2012–2015**

**mCLASS Beacon** – online assessment and data reporting platform focused on 3-12 ELA & math

- Led discovery and design. Conducted user and domain research. Created wireframes. Wrote spec.
  - Designed and spec'ed the **Learning Map**, an interactive visual representation of learning progressions based on a hexagonal grid; co-hold two patents for this work
  - Designed and spec'ed **Matrix reports**, a tabular representation of a class (students in columns), offering the ability to choose from various ways of structuring and ordering the rows to support particular ways of analyzing the data
- Designed and built complex spreadsheet-based tools to estimate likely outcomes on new Common Core tests, and to make cut score recommendations that take into account performance data
- Analyzed item statistics, reviewed items, managed item alignments, and used statistical techniques to develop sound approaches to the awarding of partial credit
- Researched the competitive landscape and developing trends and market needs in K-12 formative assessment; presented findings to senior management both in person and in writing
- Product Owner for reporting and data visualization
  - Maintained product road map and backlog; planned release cycles with technical leads
  - Conducted customer research; turned high level customer requirements into concrete ideas
  - Trained account managers and salespeople on new features

### **PARCC and Smarter Balanced summative assessment reporting contracts**

- Provided consulting as a subject matter expert in assessment data reporting and data visualization

**Shared Learning Initiative / InBloom** – \$44 million foundation-funded contract to build an open source infrastructure for the secure online exchange of educational data

- Vetted the logical data model selected for the project (Ed-Fi), worked with third-party owners to coordinate required modifications, and became the team's go-to data model expert
- Conducted analysis related to business rules governing student data access, school system governance and organization, school scheduling, and other related matters

## PROFESSIONAL EXPERIENCE (continued)

### Wireless Generation / Amplify Education (continued)

#### Senior Product Designer

2006–2012

**ARIS** (Assessment Reporting and Innovation System) – \$80 million contract with NYC Schools

- Led discovery and design and for data dashboards (which were the majority of the contract)
  - Worked with customer-side project executives, end user representatives (teacher, principals, and others), and customer IT department to define and document requirements
  - Wrote the spec. Conducted analysis to the data field level. Became team's resident data expert.

**Burst:Reading** – uses assessment data to recommend groups and create customized interventions

- Original product owner and lead designer; developed requirements, created wireframes and specs

**mCLASS Math** and **Reading 3D** – mobile and online K-3 formative assessments and reports

- Lead designer (owner of product design from a UX perspective) on mobile interfaces that teachers use to administer assessment and record student performance, and on teacher web reports
- Wrote R code to analyze assessment results; used insights gained to recommend product changes

#### The Grow Network

2004–2006

#### Product Manager, Summative Assessment Reports (“Grow Reports”)

- Researched, defined, and documented customer requirements related to creating print and web test reports focused on helping teachers and parents to understand and act on class and student data

#### Antenna Software

2000–2003

#### Sole business analyst and software designer at a startup in the B2B enterprise space

- Designed mobile interfaces to connect field technicians to back office systems (CRM / job tracking and inventory / part ordering systems, including Siebel and Clarify)
- Identified system requirements at major clients including Pitney Bowes and Perkin-Elmer, by working closely with both project sponsors and end user representatives

#### United States Air Force

1995–2000

#### Communications / Information Officer

- Software analyst, Air Force Operational Test and Evaluation Center
- Project manager, Air Force Research Laboratory, Space Vehicles Directorate
- Managed university and small business research grants and evaluated vendor RFP responses

## EDUCATION

**University of New Mexico.** Master of Arts, History and Media Arts.

2000

**Harvard College.** Bachelor of Arts, Computer Science. *Cum Laude.*

1995