

ASLI BINAL

SENIOR PRODUCT MANAGER

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EXPERIENCE

<p>2014 – present</p>	<p>NPR – Senior Product Manager</p> <p>As an 'Innovation Award' winning NPR One team member, I manage an enterprise product for 260+ NPR stations, enabling them to add news content, podcasts, live streams, and branding into NPR's digital product ecosystem, ensuring a localized and personalized listening experience for millions of audience members.</p> <ul style="list-style-type: none">• Product Owner of www.stationconnect.org, a portal for NPR member stations to upload digital audio news and music content and branding for use in iOS, Android applications, as well as the www.npr.org website and Alexa products• Built a cloud based audio uploader and encoding process to pull hourly newscast audio files from network of member stations to surface in NPR One app, providing a personalized and localized news experience near real-time• Added Google Analytics (GA) to to inform product decisions and priorities• Increased amount of local station content in NPR One, resulting in extended listener sessions, specifically around local content• Designed a newscast audio validation product for support team to ensure NPR digital audio standards are met. This real-time dashboard was built to monitor all member station content currently in the NPR One app• Wrote series of station support documentation and instructions on how to prepare news into digital audio formats, produced a video tutorial to simplify the process for stations and lead educational product webinars for stations• Worked with marketing team to create targeted email campaigns for increasing station participation in NPR One• Scaled and refactored existing legacy products from supporting 6 stations to support the entire network of 260+ stations in 3 months
<p>2011 – 2013</p>	<p>iZotope – Senior Product Manager</p> <p>Product Manager for the Technical Emmy award winning audio repair and restoration product 'RX' and a range of consumer iOS apps.</p> <ul style="list-style-type: none">• Managed product roadmap & team of six to build RX 3 Audio Repair and Restoration product, a standalone desktop application and plug-ins integrated into industry standard Digital Audio Workstations (DAW) such as Pro-Tools, Logic, Adobe Premiere, Ableton Live, GarageBand, and others. This version of RX was the highest grossing product upon launch, and the recipient of a Technical Emmy• Interviewed audio professionals in recording industry, to learn workflows and pain points through customer interviews, surveys & tradeshow and shared feedback with team resulting in user stories that fit within the framework of the release• Lead product design to focus on simplifying the audio repair features so that novices and beginners could benefit from the product as much as audio professionals• Managed graphic designers and content providers for software synth product, 'Iris', and BT's 'Sonifi' app, to ensure timely delivery of content within the budget• Created product positioning documents and project budgets and presented these artifacts to stakeholders from sales, marketing, support, QA and executive teams• Presented product overviews at trade shows, including NAMM, AES

<p>2009 – 2011</p>	<p>WORLDNOW – Senior Product Manager, Digital Media</p> <ul style="list-style-type: none"> • Product owner for multiple concurrent product releases including video player for local TV station CMS product, video capture applications, video advertising tools, as well as third party plug-in integrations to our CMS • Created wireframes and lead design team to refine interfaces and improve UX • Wrote marketing material, rate cards, newsletters, and external communications • Wrote technical documentation for video API reference, product help, release notes and best practices guides • Delivered quarterly product webinars and presentations for client site visits • Trained technical support and client services teams before each product launch
<p>2006 - 2008</p>	<p>MOTIONBOX (HP Snapfish) – Senior Software Developer</p> <ul style="list-style-type: none"> • Developed UI for high definition progressive download video player • Maintained and enhanced full suite of applications including multiple file uploader, and video player • Customized open source ffmpeg for integration into proprietary encoding engine • Created database of all uploaded user video metadata to analyze our digital inventory in order to inform the design of the video encoding product and features
<p>1999-2004</p>	<p>NUANCE – Senior Speech Applications Engineer</p> <ul style="list-style-type: none"> • Designed, implemented and installed automatic speech recognition (ASR) product for insurance company at customer site. Improved recognition by designing custom grammars using Hidden Markov Model (HMM) machine learning (ML) algorithms • Technical project lead on speech recognition (ASR) app for car rental company • Directed and recorded speech talent to produce audio prompts for ASR system • Developed a product using MapQuest API for obtaining driving directions using speech recognition and Text-to-Speech (TTS) for dictating driving directions. Received "Excellent Team Works Award" for Q2 of 2000 for the MapQuest project. • Wrote software to integrate with Ameritrade's legacy databases, enabling voice activated stock transactions. Received "One Million Calls Award" for the application handling over one million phone calls.

EDUCATION

<p>Graduate</p>	<p>New York University, Master of Music in Music Technology</p>
<p>Undergraduate</p>	<p>Rensselaer Polytechnic Institute, Bachelor of Science in Computer Science</p>

SKILLS

<p>Certifications / Technical</p>	<p>Certified Scrum Product Owner, Certificate in Filmmaking Agile Development, Confluence, JIRA, Rally, Trello, Pivotal Tracker, HTML, CSS, LucidChart, Balsamiq, OmniGraffle, MIDI, Max/MSP, C</p>
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