

# ERIN-MARIE DRISCOLL

Product Manager

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## PROFESSIONAL SUMMARY

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Results-driven Digital Product Manager with 12+ years of experience leading cross-functional teams to deliver complex web applications, content management systems, and employee-facing digital products. Currently managing product strategy for the MyKP employee experience portal, owning specific domains serving 233K+ employees across multiple markets and states. Two-time Kaiser Trailblazer Award finalist in 2025 for AI agent UX and large-scale content migration from HRconnect. Skilled at stakeholder alignment, user experience and product design, and driving measurable outcomes at enterprise scale in healthcare and mission-driven organizations.

## EXPERIENCE

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### Product Manager — MyKP Employee Experience Portal | Kaiser Permanente *Oct 2024 – Present*

- Lead product strategy for five HR domains on the MyKP portal: compensation, contingent workforce, hiring, position management, and labor.
- Drive end-to-end product improvements, translating business needs into design and technical requirements and solutions that are executed across the engineering and content teams.
- Manage AI-powered enhancements including chat, and personalization features backed by multi-source HR data syndication.
- Oversee large-scale content migration and governance, ensuring standards and templates are accurate and consistent across a multi-market employee audience.
- Evolved into the PM role from a Digital Content Strategy Lead position, expanding scope from content governance and management to product ownership across major HR functional areas.

### Digital Content Strategy Lead — MyKP Employee Experience Portal *Earlier tenure*

- Defined and led content strategy, governance, and stakeholder engagement for the MyKP HR portal, establishing content delivery standards, templates, and guidelines.
- Managed content design track for digital projects end-to-end, from client intake through design, approval, and launch, navigating review processes with multiple stakeholders and approvers.
- Used web analytics to identify usage patterns and drive UX improvements; partnered with UX/UI design, user research, and front-end development teams to deliver cohesive employee experiences.

### Website & UX/Product Designer | Freelance *Apr 2024 – Present*

- Design and deliver landing pages, websites, and web products for small businesses, startups, and tech companies. Services include UX/product design, copywriting, and branding.

### Senior Content Strategist | Phase2 Technology *Oct 2021 – Jul 2023*

- Led content operations for large-scale digital solutions across healthcare and professional services clients, some 30K+ pages in scope.
- Partnered with product managers, engineers, brand/digital strategists, writers, accessibility specialists, QA, and data analysts to deliver complex web projects on schedule.
- Authored content audits, migration plans, user guides, and governance documentation; advised UX and visual designers on content requirements and scope.
- Clients included Tufts Medical Center, Gundersen Health System, Advent Health, and BJC Healthcare.

### UX Web Producer | Wells Fargo Bank *Feb 2021 – Sep 2021*

- Managed the end-to-end customer experience design review process for complex financial web applications.
- Served as primary liaison across product, business, development, QA, and accessibility partners; maintained an agile two-week sprint cadence aligned with the development lifecycle.

**Content Project Manager** | Dominican University of California

Mar 2019 – Feb 2021

- Directed backend content strategy and project management for an 800-page redesign of Dominican.edu, coordinating engineers, UX/visual designers, and content strategists.

**Content Strategist** | University of California, San Francisco

May 2014 – Feb 2019

- Built and maintained 16+ Drupal websites for UCSF Department of Medicine, including complex content types, taxonomies, and views.
- Directed clients on information architecture, SEO, and tone/voice guidelines; designed and built newsletter and blog for high-profile physician Robert Wachter.

**Founder & Creative Director** | Hatch My House

Sep 2009 – Dec 2016

- Founded and scaled an online home gift registry to \$3.5M in total gift sales, 3,000+ active users, and a four-person team.

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**SKILLS & TECHNOLOGY**

**Product & Strategy:** Product Design and Requirements · Stakeholder Alignment · Change Management · Vendor Management · Data-Driven Decision Making

**UX & Design:** Wireframes · Prototypes · Design Systems · User Research · Information Architecture · A/B Testing · Accessibility · SEO · Content Strategy · Content Governance

**Tools & Platforms:** Adobe Experience Manager · Figma · Jira · Claude · Qualtrics · Teams · Copilot · Google Analytics · Siteimprove · Drupal · WordPress · Midjourney · HTML/CSS · MS Office · Slack · Asana

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**EDUCATION & CERTIFICATES**

**B.A., Journalism** · University of Washington

**UX Design Certificate** · General Assembly (2024)

**Web Design Certificate** · AcademyX (2008)