

Licia Bailey, M.S. Tech

Director of Software Engineering, Instructor | Bellingham, WA - Phoenix, AZ | licia@licia.tech | (602) 515-6325 | [LinkedIn](#)

Professional Summary

I am a dynamic leader with ten years of experience managing cross-functional teams, driving product development, and aligning business strategy with technical execution. Communication is my top priority as I bridge the gap between executives, teams, and customers to drive growth, improve business operations, ensure our digital products meet customer needs, and lead the market with our solutions. I am passionate about creating collaborative environments where teams thrive and customers are at the forefront of business success.

Skills

- **Leadership:** Team Management, Employee Engagement, Cross-functional Leadership, Strategic Planning
 - **Product Management:** Product Lifecycle, Requirements Gathering, Market Analysis, Stakeholder Collaboration, User-Centered Design, Agile and Waterfall Methodologies
 - **Business Strategy:** Business Development, Operational Efficiency, KPI Management, Risk Management, Process Optimization
 - **Customer Focus:** Client Relations, Customer Satisfaction, User Experience, Feedback Integration, Product Road-mapping, Quality & Assurance, Accessibility
 - **Communication:** Cross-departmental Collaboration, Public Speaking, Presentation Skills, Stakeholder Negotiation
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Professional Experience

QFloors, South Jordan, Utah

Director of Software Engineering - Web Services *(Jan 2023 - Present)*

- Led the QPro team to develop new web service offerings and third-party integrations to increase platform capabilities and address evolving customer needs.
- **Maintained 100% voluntary retention** within the QPro team from 2014 to the present, fostering a positive and collaborative work environment that drives engagement, innovation, and dedication to our shared goals. On rare occasions, I made difficult but necessary decisions to part ways with a team member after providing multiple opportunities for improvement and addressing concerns around integrity and performance.

- **Work closely with executives, department managers, and customers to align product development with business objectives and ensure** a balance between technical innovation and customer expectations.

Product Manager, Web Designer & Marketing Consultant (*Jul 2014 - Dec 2022*)

- Led Agile project management efforts, overseeing sprint planning, backlog prioritization, and coordinating with developers, DevSecOps, and QA teams to ensure timely delivery of product updates and releases.
- Directed all **product releases** and **version control** processes, managing software deployment across environments and ensuring accurate documentation of new features and updates.
- Spearheaded **QA initiatives**, implementing automated testing and maintaining a robust testing suite to ensure product stability and high quality across releases.
- Developed the customer-facing website and improved SEO to the top organic search for “flooring software.”

Arizona State University, Mesa, Arizona

Lecturer, Course Coordinator (*Jan 2024 - Present*)

- Develop university course curriculum in front-end coding (HTML, CSS, JavaScript) for online and on-campus delivery, emphasizing user-centered design principles and accessibility (WCAG) to ensure students gain the **technical expertise** and **creative insight** required for modern web development.
- **Manage and mentor Faculty Associates, Teaching Assistants, and graders**, ensuring cohesive delivery of course material and guiding effective teaching strategies and student engagement.

Lecturer, Faculty Associate (*Aug 2015 - Dec 2023*)

- Taught **HTML and CSS Levels I and II, JavaScript, and UI/UX design**, focusing on web accessibility and SEO optimization.
 - Guide students through hands-on projects to build functional, accessible, and user-friendly websites, equipping them with the practical skills needed to thrive in modern web environments.
 - Emphasize best practices in **web accessibility** and **SEO**, helping students understand how to create web experiences that are both search engine optimized and inclusive for all users.
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Ogden's Flooring & Design, Utah

VP of Marketing (*Jan 2014 – June 2022*)

- Spearheaded a digital marketing strategy that contributed to **consistent sales growth**, increasing revenue from \$11.8M in 2014 to over **\$20M by 2019**, marking the first time in the company's 45-year history to surpass the \$20M milestone.
 - Led the marketing efforts across **13 franchise locations**, driving brand consistency, online presence, and customer engagement while maintaining budgetary discipline and delivering ROI to stakeholders.
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Education

Master of Science in Technology (Graphic Information Technology)

Arizona State University - Polytechnic, Mesa, Arizona | May 2014

Applied Project: *Click to Brick: Conversion Optimization for an Independent Brick & Mortar Flooring Business*

Bachelor of Interdisciplinary Studies (Organizational Studies)

Arizona State University, Tempe, Arizona | Dec 2009

Magna Cum Laude

References

Available upon request.