CANON HASTINGS

Product generalist at a 5-person physical-product company. Acting product manager and lead designer on our video course platform, and its sole engineer since our contracted engineering firm went out of business. Also own vendor contracts, launch logistics, the company website and AI-driven video and landing-page production.

EXPERIENCE

WeckMethod (BOSU Fitness) / Product Designer & Engineer / San Diego, CA

March 2021 - Present · Team of 4-5 · Scope: product, engineering, operations, web

Video course platform: acting PM, lead designer, sole engineer

- Led product definition and design for a video course marketplace and custom player: gathered requirements from trainers, customers and leadership, wrote PRDs and technical specs, and ran sprints with a contracted engineering firm.
- Made the case for an open, browsable marketplace over a gated "walled garden" library; leadership adopted it and the gated model was removed.
- Argued for compact text-based accordion navigation, the industry standard, over nested thumbnail navigation. When overruled, designed and tested the tap-based nested navigation through many iterations until it worked across all breakpoints.
- Kept the build on a near-zero budget by cutting features and contracted hours sprint by sprint, and worked around core back-end limitations without new engineering spend.
- After the engineering firm went out of business, took over the entire codebase: built most of the remaining front end from my own designs, made Rails back-end changes, fixed bugs and pushed releases to production.
- Raised average user satisfaction 12% across update rounds, measured by before-and-after ratings from a 10-person test-user group.
- Filmed, produced and edited nearly all of the 6 training programs the platform is built to sell.
- The platform is functionally complete; assigned to lead it to launch following the current product release.

Engineering, web + growth

- Sole maintainer of the company's web codebase with no engineer on staff: fix bugs, ship features with AI-assisted development and resolve production issues.
- Built a custom deployment workaround that replaced Webflow for landing pages. Pages are now hand-coded with AI assistance, making them more engaging and faster to build and test, and the workflow is now the company standard.
- Built the Triple Whale attribution integration in-house instead of paying an engineer.
- Brought AI-driven animation and motion graphics into the company's video and landing-page production, adding animation and production polish the team never had bandwidth for and communicating product value more clearly.
- Relaunched the company website with stronger copy, marketing assets and infographics; sales rose 16% across five core products.
- Rebuilt the company blog's SEO structure, linking the most important topics and articles into topic clusters with embedded calls to action.
- Pitched and launched 6 Training Packs, then measured the results myself by pulling and comparing sales averages before and after launch.
- Review every incoming order daily to track buying trends and which products sell together, and use those patterns to shape merchandising and product storytelling.
- Write the on-screen messaging for all ads and refine it based on performance; own the company media library and final approval on all go-to-market ads and posted content; email customers directly about their experience.

San Diego, CA 92110
619.952.9250
www.canonhastings.com
canonhastings@gmail.com

SKILLS

PRODUCT

Requirements gathering
PRDs + technical specs
User stories + backlog
Sprint planning + scope cuts
User testing + satisfaction surveys
Success metrics + A/B testing
Build-vs-buy decisions

OPERATIONS

Contractor + invoice management
Launch logistics + timelines
Design for print + production cost
Training + managing an intern

ENGINEERING + DATA

Ruby on Rails + JavaScript: bug fixes, production releases
AI-assisted development (Claude, Cursor)
API integrations, Git
Shopify Liquid, HTML/CSS
Self-serve analysis: Shopify order data, GA4, Triple Whale, Hotjar, Excel

TOOLS

Pivotal Tracker, Figma, Webflow, Shopify, Adobe Creative Suite

EDUCATION

BA Global & International Studies
University of California, Santa Barbara
Class of 2017, GPA: 3.61

AI Product Management Certification
Maven, 2025

Practical User Research & Strategy
Designership, 2024

Operations + vendors

- Supported five proprietary product launches (Hybrid Rope, ProPulse Power Vest, others) from planning through packaging, product pages and go-to-market.
- Manage all contractor agreements: audit every invoice against scope, track contractor hours, and dispute out-of-scope charges.
- Design packaging, manuals and print collateral to production cost limits, weighing print costs and real-world handling against design goals.
- Run launch logistics: reorder printed user manuals, time shipping-box production to product arrival at fulfillment warehouses, and keep event merchandise stocked.
- Trained and manage the company's intern.

SELF-INITIATED AI + DATA TOOLS

- Supply Chain Analytics Suite: operations reporting that combines inventory, margin and fulfillment data in one place.
- Unified Data Layer + Natural-Language Query App: API integrations reconciling 10+ years of transactions from six disconnected platforms into one queryable data layer, with plain-English P&L and performance queries.

PART-TIME & FREELANCE

Student Athlete Score / Brand + Product Designer / San Diego, CA
March - June 2024

- Delivered MVP product design against investor deadlines; presented design reviews to agency Final Final and implemented feedback.

Sugoi Digital (Shopify Dev. Agency) / UX/UI Designer / San Diego, CA
September 2023 - January 2025

- Built custom Shopify themes in Liquid, converting inbound leads into recurring client retainers.

Built Well For Birth / Design Partner / San Diego, CA
April 2023 - Present

- Built brand and product positioning for a digital launch; developed investor pitch materials supporting capital raising.

Kramer Design / Graphic & Web Designer / San Diego, CA
July 2019 - April 2020

- Designed digital ads, packaging press production and web projects for recurring clients on a team of four.

EARLIER

Rolling Stone Magazine
Video Production Intern, New York, 2017 - 2018

Tribute
Video + Content Production Intern, New York, 2018

X by Gottex
Photography + Digital Content Intern, New York, 2017