

PROFESSIONAL SUMMARY

Certified scrum product owner *with career-long record of strategic and technical planning, UX/UI design, and product management*

As a seasoned product manager and certified scrum product owner with 7+ years of experience, I blend technical expertise, medical insights, and UI/UX knowledge. I excel in managing multiple projects, optimizing product performance, and leveraging data-driven insights for continuous improvement and growth.

CORE COMPETENCIES

- Product Management
- Stakeholder Engagement
- Scrum Product Owner
- Interaction Design
- Usability Studies
- Web Development
- Requirements Gathering
- Project Management
- Client Relations
- UX/UI Design
- Team Leadership
- Data Analysis
- Market Research

PROFESSIONAL EXPERIENCE

OIGA TECHNOLOGIES, A 10PEARLS COMPANY, FLORIDA/REMOTE, JAN 2023 TO SEPT 2023

LEAD PRODUCT MANAGER

- Created and executed a clear and comprehensive product roadmap that aligned with organizational objectives.
- Successfully managed and led cross-functional teams of over 40 developers and 2 scrum product owners, ensuring the development and delivery of over 10 features.
- Spearheaded the establishment of Agile Scrum processes and delivery methodologies within the organization.
- Implemented advanced encryption and decentralized identity management.
- Successfully led the integration of a blockchain token into the platform, enabling users to engage in token-based transactions.

META, BUENOS AIRES/REMOTE, JAN 2022 TO NOV 2022

GROWTH PRODUCT MANAGER

- Represented Argentina and the Southern Cone as a member of the international product growth Team.
- Enabled the success of industry leading products, such as Instagram, WhatsApp, Messenger, and Facebook, by ensuring optimal functionality and adaptation to the local market.
- Aligned objectives and bridged communications with project teams to research, identify, and capitalize on key growth opportunities in the market.
- Analyzed market trends and competitive landscape to inform product positioning and differentiation.
- Facilitated data-driven decision-making by collaborating with analytics staff and stakeholders and conducting usability studies, research, and market analysis.

RUPIX, INC., SAN FRANCISCO/REMOTE, JUL 2020 TO DEC 2021

PRODUCT LEAD

- Led the ideation, design, product road mapping and development of 10+ new features for the existing CRM platform as well as a knowledge base to assist new users in managing customized versions of the product.
- Cross-functional team leadership interaction with design, marketing, and engineering teams.
- Gathered feedback from end users in order to drive continuous optimization across product functionality.
- Ensured compliance with all UX design principles and quality standards as well as creating a product design framework.
- Implemented a customer feedback system to identify and prioritize product development opportunities that resulted in an 15% increase in customer satisfaction.
- Provided technical support and product training to sales and customer service teams.

BITELINE, LLC, CHARLOTTE/REMOTE, JUNE 2019 TO AUG 2021

HEAD OF PRODUCT

- Headed the design and development of the company's marketing website from the ground up; utilized WordPress for front end development and Amazon AWS for server and backend functionalities.
- Helped with the product development of their mobile dentist application MVP, including optimizing and deploying new features to guide the product launch in Charlotte, Charleston, and Miami markets.
- Increased monthly recurring revenue by 15% through the successful launch of new features and pricing plans
- Conducted user research and used insights to inform the development of new features, resulting in over 10% increase in overall customer satisfaction
- Performed hiring manager duties for developers and designers.

FINDER, NEW YORK/REMOTE, SEPT 2017 TO MAY 2019

PRODUCT MANAGER

- Helped with UX design and front-end development within the car insurance niche and played a key role in growing the niche from 4,000 visitors per week to 10,000+ visitors per week.
- Contributed to effective content management, digital marketing, and website design and strategies for their different e-commerce products.
- Improved product discoverability by 10% through the implementation of meta tags and search engine optimization (SEO) strategies
- Developed product positioning and messaging strategies and implemented them across multiple channels

PACIFIC MEDICAL TRAINING, PHILADELPHIA/REMOTE, AUG 2016 TO SEPT 2017

FRONT END DEVELOPER AND PRODUCT MANAGER

- Supported the creation and launch of medical student and nursing courses by assisting with product management and web development activities.
- Helped launch 5 different websites related to ACLS and medical educational content
- Developing partnerships and collaborations with experts in the health and education fields to enhance the content and credibility of the product.
- Conducted market research, including competitor analysis, and identified ways to differentiate products from the competition.

MERCK, COLOMBIA, NOV 2015 TO JULY 2017

CLINICAL PRODUCT MANAGER

- Ensured that all safety information was accurate, integrated and current, and is submitted within regulatory timelines. I also Participated in the evaluation of serious adverse event reports from spontaneous reports, clinical trials, non-clinical reports and scientific literature.
- Led the clinical validation process, obtaining regulatory approvals for Merck's suite of products.
- Implemented features to enhance patient engagement and adherence, resulting in a 10% increase in patient compliance and overall treatment success rates.

ADDITIONAL INFORMATION

Languages: English, Spanish

Technical Proficiencies: Figma, Adobe XD, Zeplin, WordPress, HTML, CSS, Javascript, SQL, PHP, WordPress, Miro, Jira, Asana, Clickup, Notion, Confluence, Amplitude, Google Analytics, AWS.