

SUMMARY OF QUALIFICATIONS

Highly strategic and entrepreneurial professional with a passion for driving product innovation to build engaging consumer experiences. Hands-on experience serving as a product owner; successfully synthesized product requirements and designed web solutions for user pain points. Able to break down obstacles, solve “impossible” problems, and navigate diverse consumer markets to deliver products that delight the customer and advance the business. Fluent in Spanish and English.

Product Planning & Design | Business Analysis | Requirements Gathering | Feature Prioritization | User Testing | A/B Testing
Roadmapping | Agile Methodologies | Executive Presentations | Communication | Prototyping | KPI Definition & Measurement

CAREER HISTORY & ACHIEVEMENTS

NATHALIE DIANE DESIGN – WWW.NATHALIEDIANE.DESIGN San Francisco, CA ▪ 2018–Present

Product Manager & Product Designer | Consultant: Provide freelance product design and product management services to technology companies nationwide. Partner with leadership of small and medium-size businesses to understand business needs, champion a web product vision and strategy, and lead the full life cycle of projects.

SELECTED PROJECTS

Nanoshift, Inc., a nanotechnology product development company with 450+ clients, including the US Department of Defense

- Partnered with company founders to build strategy that breaks down barriers for potential clients. Currently creating web content to describe solutions in a way that is accessible for non-technical audiences yet resonates with engineers.
- Uncovered key driver of success—customer retention—and developed roadmap and strategy to measure KPIs.
- Conducted market research and user interviews to define client pain points, product market fit, and high-priority features.

PC Gone, a provider of e-waste disposal services

- Played key role in redefining the company vision as owners shifted focus from B2B to B2C market. Conducted competitive research and interviewed call center reps to identify key customer pain points.
- Developed user-centered web product and design strategy. Transformed the customer experience to grow organic traffic 300%.

“She was highly responsive and available...her passion for the job was evident every step of the way.” – CEO & Co-Founder, PC Gone

PROTEUS DIGITAL HEALTH Redwood City, CA ▪ 2018

Executive Assistant to Chief Commercial Officer | Project Coordinator: Served as Chief of Staff to CCO of 200-person digital medicine company and supported the design and management of an innovative product that created a new FDA category.

- **Road-mapped corporate communication strategy** in anticipation of the FDA’s press release announcing approval of the world’s first digital medicine sensor. Used MS Project to prioritize and manage PR initiatives and call center procedures.
- **Brought much-needed structure and documentation to the pipeline management process.** Partnered with sales leadership to schedule monthly meetings, gather agendas, and facilitate status reports.

CALYPSO TECHNOLOGY San Francisco, CA ▪ 2016–2017

Executive Assistant: Oversaw office functions for CFO, CCO, and 20-person finance department of this leading provider of fintech software. Provided administrative support for the \$500 million acquisition of the company by two private-equity firms.

Additional Experience: Administrator & Customer Support Representative, American Academy of Ophthalmology (2015–2016)

EDUCATION

BS Economics, 2015 – San Jose State University

Professional Scrum Master (PSM) and Professional Scrum Product Owner (PSPO), 2018

UX/UI Boot Camp, UC Berkeley Extension, 2018

Attended St. Ignatius College Preparatory in San Francisco. Winner of the Catherine and Richard Duggan Scholarship.

TECHNICAL SKILLS SUMMARY

TOOLS : Adobe Creative Suite (XD, Photoshop, Illustrator, InDesign), Axure, Keynote, Principle, Webflow, InVision, Balsamiq, Microsoft Project, Sketch, Prototopia, Salesforce CRM, Jira, Trello

LANGUAGES : HTML5, CSS3, jQuery, MySQL