

Nathalie Diane Rodriguez, PSPO, PSM

www.nathaliediane.design

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Product Manager

“Nathalie’s passion for the job was evident every step of the way.”
– Joe DeSantis, CEO & Co-Founder, PC Gone (Viewable on LinkedIn)

- **Agile Certified Product Owner & Scrum Master** who designs and leads web product development cycles for clientele with up to \$500,000 - \$250,000,000 in annual revenue.
- **Acted as the Lead Project Coordinator** for Proteus Digital Health's corporate communication strategy while the FDA was announcing its first ever approval for the world's first digital medicine pill.
- **Holds discovery & design building sessions with C-Suites** in order to architect their product development strategies while setting clear business requirements & quantifiable metrics that support KPIs.

Specialties: Defining Key Performance Indicators & Business Requirements, Agile Methods, Business Analysis, Product Requirement Documents, Project Management, Business Operations, Requirements Specification

Professional Experience

Nathalie Diane Design | San Francisco, CA June 2018 - Present
Owner & Proprietor | Web Product Designer & Product Management Consultant

Selected Clients:

Nanoshift, Inc., a device technology development company with 450+ clients, including the U.S DoD.

- Leads technical web content requirements that meet service delivery needs of our stakeholders, including Apple.
- Constructs web product feature specifications that promote a \$100,000,000 device technology production facility.
- Oversees product roadmap and product development initiatives to track high-priority web features & solutions.

PC Gone, a provider of e-waste disposal services for the entire state of Ohio—currently scaling nationally.

- Redesigned our eCommerce site for optimal operational efficiency as our owners shifted from a B2B to B2C market.
- Lowered call center costs by \$50,000 by optimizing the efficiency of our customer onboarding experience.

Proteus Digital Health | Redwood City, CA June 2017 - December 2017
Lead Project Coordinator to Commercialization Department

- Architected corporate communication strategy in anticipation of a highly confidential press release from the FDA announcing their approval of the world's first digital medicine sensor in the digital health market (with an overall evaluation of \$379 Billion dollars).
- Managed & prioritized commercialization marketing initiatives to direct corporate strategy timelines & milestones.
- Led project plans, enumerated project risks, & facilitated status reports to measure cross-functional progress.

Calypso Technology | San Francisco, CA March 2016 - June 2017
Executive Assistant to CFO, CCO, & Finance Department

- Oversaw compliance & maintenance of M&A documentation during our \$500 Million Dollar Private Equity Buyout.
- Partnered with CFO, Finance, & Sales team to perform monthly revenue analysis through Oracle & Excel.
- Ensured that invoice payments with pricing up to \$5,000,000 were processed to bank customers & vendors.

Education

B.S. Economics, Concentration in Data Analysis, San Jose State University 2015
UX/UI Certification Program, UC Berkeley 2018
Professional Scrum Master (PSM) and Professional Scrum Product Owner (PSPO) 2018, 2019

Technical Skills

Tools: Microsoft Office Suite, Adobe Creative Suite, Jira, Axure, Keynote, Salesforce CRM, Tableau, R, SPSS, Stata, Sketch, Prototopia, Principle, Webflow, InVision, Balsamiq

Programming: HTML5, CSS3, core jQuery, core SQL