

Serious About Getting Great Products Launched

Product management leader with 10+ years of accomplishments in designing and launching successful products used by **Fortune 50 customers and millions of end user consumers**. I'm the product leader you need.

Proven success at turning new ideas into launched products through building successful cross-functional teams, fostering a culture of design-driven product development and user experience innovation, and rolling up sleeves to get the details right.

Equally capable at delving into product requirements and negotiating with engineers as presenting to executive-level customer decision-makers and industry analysts.

Experience

LOOMIA, INC.

San Francisco, CA

Loomia helps publishers to be more profitable. Our recommendations technology allows publishers to promote their most valuable content, through uniting customer needs and solid science.

DIRECTOR OF PRODUCT MANAGEMENT

June 2008 - present

Within a month of joining Loomia, I re-engineered the product strategy to create products that directly met customer needs, enabling us to move from an ad-sponsored monetizable model to a more profitable and predictable subscription-based model.

- Turned customer feedback into requirements for new Targeted Content Promotion product. Directly managed product from **market research to launch in less than 4 months**. Launching with two customers in December 2008.
- Identified market need for Video Discovery recommendations product. Directly managed product end-to-end and worked with business development to partner with Brightcove for distribution.
- Managed launch of updated corporate website, on-time and under budget.
- Through direct customer collaboration, incorporated their needs into completely revamped product roadmap. As a direct result, Loomia is considered a differentiated solution rather than the commoditized, near-free “widget” reputation it previously held.
- Successfully delivered automatic content parser and web-based configuration products which reduce average deployment time from weeks to days. Expected to phase out manual customer deployments by Q1 2009.
- Manage day-to-day process of translating product roadmap into launched product - writing PRDs and user stories, prioritizing 2-week agile iterations, working hands-on with engineers and QA.

YODLEE, INC. 2002-2008

Redwood City, CA

Yodlee is an online banking ASP to the world's largest financial institutions, including Bank of America, American Express, Citigroup, and Fidelity Investments. **Used by over 3MM end-user consumers worldwide.**

SENIOR DIRECTOR OF PRODUCT MANAGEMENT AND DESIGN

2006 - June 2008

Unified user experience and platform product management organizations by creating and managing global team responsible for front- and back-end of entire Yodlee product suite. Developed innovative new product prototypes for internal and customer development. Championed usability and led direct initiatives to improve usage and revenues.

- Created and led unified product management and design group that serves as primary interface between line-of-business product owners and the 100+ person engineering organization.
- Led cross-functional team in defining channel application deployment software and processes.
- Successfully delivered back-end and front-end solutions for accessing information behind multi-factor authentication systems.

- Identified barriers to adoption and dropoffs in usage and led “SWAT team” of designers and engineers to fix these issues in an average 2-week turnaround time.
- Evangelized accessibility, standards compliance, and reusability of front-end code leading to significant performance and quality improvements.
- Drove usage of flagship Yodlee PersonalFinanceSM product from 1MM to over 3MM through redesign and successfully reaching a broader audience.
- **Co-inventor** on new patented Bill Pay AcceleratorSM product. Launched with two customers.
- Led joint 10-person internal and customer team to deliver bill pay product prototype for top 10 bank; solution received rave reviews from multiple usability testing sessions and is in development for late 2009 delivery.
- Re-engaged top 10 credit card issuing customer, resulting in multi-million dollar professional services engagement.

DIRECTOR OF PRODUCT DESIGN

2002 - 2006

- Recruited and mentored product design organization from "one-woman shop" to 7-person global team handling interaction design, visual design, and all design deliverables for Yodlee products.
- Pioneered company’s user research program with \$50K annual budget, conducting A-B testing, one-on-one usability testing, surveys, and market research.
- Instilled a "user experience culture," gaining buy-in across multiple organizations that product quality directly drives user adoption.
- Grew application registration and setup from **45% to 90% success rate** through user research and redesign.
- Drove re-invented flagship Yodlee PersonalFinanceSM product from early vision to customer launch, pioneering a new, innovative approach to rich online banking and web-based personal financial management.
- Strong pre-sales involvement in multiple Fortune 500 customer deals resulting in **over \$10MM in bookings**.
- Implemented Omniture and CoreMetrics tagging for customer partners within Yodlee applications.
- Presented at annual Customer Summit to an audience of EVP and SVP-level executives from company’s largest financial institution customers on online banking trends and Yodlee's market-leading user experience approach.
- Won 2006 "Best of the Web" online banking award for Bank of America’s deployment of Yodlee PersonalFinanceSM.

TEAMSPHERE INTERACTIVE, INC. 1999-2002

San Francisco, CA

TeamSphere was a venture-backed video games tools and development company that enabled game publishers and developers to add persistent online features and premium services to their console, PC, and mobile games. Customers included SEGA, Vivendi Universal, and ESPN Videogames.

DIRECTOR OF PRODUCT DESIGN

As one of three founding members, responsible for interaction design, visual design, and information architecture for web-based software platform.

- Led end-to-end product design vision and implementation, including production of all deliverables: storyboards, wireframes, and dev-ready HTML/CSS.
- Internally drove adoption of design-driven iterative software development process, resulting in improved UI/UE consistency, more efficient engineering, and higher product quality.
- Coordinated multiple clients to co-brand the platform to fit seamlessly into their existing user experience.
- Supervised junior interaction designer.

Education and Professional Memberships

- **B.A. in Psychology, Harvard University**
- Past Director, San Francisco Women on the Web (SFWoW); member IxDA and BayCHI
- Elected to membership in the Hispanic IT Executive Council (HITEC) in Oct. 2007, named to the HITEC 100 in 2008.