

K. Amber Etana Vasquez

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Product Manager

Agile methodologies

SAFe

Python

SQL

R

Data Visualization

Wireframing

Prototyping

UX & Design Thinking

Swift

C++

Java

Degree:	BSA Mathematics , University of Texas at Austin Computer Science & Design Strategies Minors	May 2023 3.9 GPA
Certificates:	Enterprise Design Thinking Practitioner, IBM Becoming an AI First Product Leader, LinkedIn Scrum Foundations, Scrum Alliance Introduction to Generative AI with GPT, LinkedIn	
Technologies:	Rally, Jira, Figma, RStudio, Google Colaboratory, XCode	

WORK EXPERIENCE

Digital Technical Product Manager, USAA, Austin, TX

June 2023-Present

- Lead product manager building our Enterprise GenAI platform for hyper-personalization, designed to streamline PM productivity, increase engagement & grow our program value by \$1.5M annually.
- Personalization PM launching features across 18 channels and contexts ranging in scope from enterprise to banking, driving a program benefit of \$51.3M through improved navigation, user engagement and product/service discovery.
- Manages personalization modeling team partnership of our large language predictive models, valued at \$34.9M.
- Maintains Enterprise roadmap for new features, enhancements, and API integrations, adding to our library of 805 insights and 276 actions.
- Collaborates cross-functionally displaying effective horizontal influence with decision science teams, development teams & stakeholders across business-lines and operational functions.
- Analyzes feature performance, member feedback, digital product KPI's, testing results and stakeholder needs to push new product features/engagement opportunities.

Digital Technical Product Manager Intern, USAA, San Antonio, TX**June-August 2022**

- Created an easy, one tap option for military spouse members on USAA's digital platforms enabling connection to USAA resources, aimed at increasing overall engagement & advice page interactions, predicting an 82% lift in mobile & web traffic within 30 days.
- Designed personalized, timely touchpoints to add value to the member experience in moments that matter hypothesized to increase engagement, create higher task completion rates, and improve financial wellness.
- Synthesized qualitative data from across the USAA enterprise and conducted user interviews identifying four main areas of opportunity to add value to the member experience.
- Utilized quantitative data to identify over 700K active duty military spouse members to enable foundational future Kafka data streams and establish target metrics for the pilot phase of product.
- Lead cross-functional team engagements including design, decision sciences, legal, technical product owners, & business enterprise stakeholders utilizing horizontal influence to successfully strengthen USAA's initiative to serve the family members of active duty military by creating three prototypes, developing a personalized experience to launch in The Month of the Military, 2023.
- Contributed to cost savings & increased revenue through the production of personalized and tailored experiences that have a combined historical impact of \$19.2M ROI from life event captures, a 1.1% overall lift in product acquisition and \$56.6M in increased revenue & cost savings annually, advocating to executives for increased funding of the personalization team to continue achieving these outcomes.

Aerospace Scholar, NASA, Houston, TX**Jan-June 2016**

- Project manager for a design sprint building a Mars mock rover tested on speed and accuracy.
- Recognized as the most valued communicator in marketing and media for our team.

ADDITIONAL EXPERIENCE

Leadership and Community Involvement**Veteran Spouse Network Region Leader & Advisory Board Member, Austin, TX****2019-Present**

- Effectively supported transitioning military spouses from active duty to civilian life, connecting families to resources & community through qualitative data & personal interviews.
- Serve as an advisory board member to strengthen the initiatives & goals of the Veteran Spouse Network through innovative ideas, collaboration and experience.

Rewriting the Code, Alumni**2021-Present**

- Investing in a female identifying peer network from over 800+ colleges and universities and 81 countries, supporting one another as next generation engineers & tech leaders collaborating around professional skill development, coding projects and technical skill development.

Projects**Meet Me Outside****Aug 2021-Dec 2022**

- Built a mobile application from the user research stage to developing in Swift for iOS designed to help UT Austin students connect through outdoor activities during the COVID-19 pandemic with the goal of increasing healthy activity levels by 50% and reducing isolation.