Érika Fernanda Deluca

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BIO

As a Product driven specialist with large experience in Technology, Logistics and Services, I have successfuly managed to deliver great products for railroad and stock market companies. With strongh knowledge working in B2B and B2C international markets, I'm available for remote work and eager to contribute to multi-cultural teams and projects across the globe.

PROFESSIONAL EXPERIENCE

FUNCTIONAL ANALYST | BLISS APPLICATIONS | OCTOBER, 2022 – PRESENT | FULL-TIME

- Responsible for conducting and participating in interviews to collect data from entire teams and stakeholders, to synthesize documentation with all necessary information. My primary goal is to understand the different aspects of the client's business model and processes to identify the problems that need to be solved by the product. Through the analysis, I can create and adjust the documentation to guide the development team in up to 100% of the cases.
- In the team I work with, I lead the creation of guide documentation for each feature within the project: API mappings, user guides, product requirements document (PRDs), user stories, use cases, data analysis documentation and other product documents. The goal is to bring clarity to the solutions described, to make it easier to develop and maintain the product, aswell to take data-driven decisions.
- At the company, I am in charge of a project for an Irish fintech that operates in the stock market, aiming to improve the existing version of the product to meet the scope of US clients, while also improving the user experience for clients in other continents (Asia and Europe). In this project, I identified and suggested accessibility and UX improvements through tests, research and interviews, in order to cover approximately 60% of the company's clients in the MVP phase.
- I am part of a big team with people from different continents and cultures, facing the main challenge of aligning schedules and communication due to different timezones. To ensure this alignment, I use tools such as Jira and Confluence to manage activities, describe the project scope and share information about the continuous improvement of the product.

PRODUCT OWNER | KMM | JANUARY, 2020 – SEPTEMBER, 2022 | FULL-TIME

- I was responsible for gathering information from each stakeholder to create test cases to demonstrate how the product could meet the requirements, while also suggesting process improvements. These information-gathering techniques helped identify solutions that were aligned with both client and company strategies, ensuring the delivery of a large-scale viable product for 12 branches within less than a year.
- Using BPMN notation, I was responsible for modeling and mapping the client's processes to create robust and appropriate documentation to support the product development. I was in charge of mapping APIs to structure endpoints and creating detailed and complete User Stories to compose the product backlog, which I also managed. I provided intense supervision to ensure that the delivered solutions would meet the established requirements and objectives, working alongside a team of 8 developers.
- I was part of the team responsible for functional and design analysis, striving to deliver a product with an enhanced user experience. Created functional and non-functional requirement lists, end-to-end testing, process mapping, and other product documentation to guide the development team. I also was responsible for conducting final tests with the users to ensure a 0% bug and error rate for all functionalities delivered.
- I led training sessions for users to ensure the understanding of the new tools, acting as technical support during the implementation and assisted-operation phases, collecting client feedback to continuously improve the product. Through rigorous oversight at all stages of implementation, we were able to add value to the client's process and reduce operation time by up to 50% through the application developed.
- I was responsible for the company's most significant client project and contributed to proposal analysis that resulted in six successful new contracts, always focusing on expanding client's operational capabilities.

TECHNICAL SUPPORT ANALYST | KMM | SEPTEMBER, 2019 – DECEMBER, 2022 | FULL-TIME

- Worked as a Support Specialist, responsible for investigating and resolving support request tickets. I've managed product support, clarified doubts, process changes, and conducted software training sessions as a consultant. I was also in charge of monitoring tickets focused on "white screen" issues, ensuring SLA compliance and customer satisfaction. Within three months, me and my team successfully reduced the number of pending tickets by 100%.
- By collaborating closely with the development team, using tools like ClickUp, PL/SQL, and Postman to manage tasks, collect data, and document processes, I wa able to demonstrate my ability to solve complex problems and implement effective solutions. Due to my high performance and positive results, I was promoted to Product Owner within four months of joining the company.

VOLUNTEERING EXPERIENCE

PRODUCT OWNER | SNAPFLOW | JUN, 2024 – PRESENT

- I am responsible, along with the product team, for defining the product strategy, setting metrics for analysis, monitoring market strategies and trends to build a product that meets customer needs, thereby delivering a competitive edge.
- In this project, I oversee a team of developers and designers, acting as the point of contact for product decisions based on data. I am one of the main people responsible for defining the product roadmap, closely monitoring each team's sprints, and conducting scrum ceremonies to ensure the delivery of all features that make up the product.
- As part of defining the product strategy, I have prepared important documents such as the Lean Canvas and Business Plan, gathering and defining information for product evaluation and guidance, including sales channels, product metrics, revenue and cost sources, and value proposition. Other product documentation is also under my responsibility, such as requirements definition, epic definition, and creation of user stories.

EDUCATION

Business Administration Bachelor's Degree – State University of Ponta Grossa
Process Management MBA – Estácio de Sá University

CERTIFICATIONS

- Data Science Introduction –Data Science Academy
- Technical Writing – HQ Training (On going)
- Python fundamentals – Data Science Academy (On going)
- Oratory and Communication – FGV
- Time Management – FGV
- User Experience – FIAP

SKILLS & INTERESTS

Languages: Portuguese (Native) | English (C1) | Spanish (B1)
Roadmaps | Agile Methodologies | Product Management | User Interface (UI) | User Experience (UX) | UX Research | Design | Technical Writing | Miro | Jira | Confluence | Figma | Slack | MS Teams | Clickup | SQL | Postman | Administration | Planning | MS Office | Programming Logic | JavaScript | Product Development | KPIs | OKRs | Problem Solving | Critical Thinking | Customer Success