

Kenneth Sitjar

Digital Product Manager

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Summary

As a value-driven Digital Product Manager with 4 years of product management experience and over 8 years in the tech industry, I am passionate about creating products that deliver meaningful, long-term value. Certified in both **PSPO I** and **PSM I**, I excel at shaping product vision and strategy, guiding cross-functional teams, and leveraging data-driven insights to optimize onboarding processes and support API integration. My focus is on balancing customer needs with business objectives to create lasting outcomes and drive sustainable growth.

Core Competencies

Product Vision & Strategy | API Integration & Documentation | Onboarding Process Optimization

Agile Methodologies (Scrum, Kanban) | Cross-Functional Collaboration | Data-Driven Decision Making

Customer Journey Mapping | Stakeholder Engagement | Process Improvement

Skills

Product Management & Leadership:

Product Skills:

Product Vision & Strategy | Product Roadmap Planning

Journey & Story Mapping | User Story Development | Backlog Management

Leadership Skills:

Cross-Functional Collaboration | Stakeholder Engagement

Agile Methodologies (Scrum, Kanban) | Sprint Planning

Technical Skills:

Data-Driven Decision Making | Process Improvement

UX/UI Collaboration | API Integration & Documentation

Product Management Tools:

Azure DevOps | Atlassian Confluence | Atlassian Atlas | LucidChart | Figma

Data Analytics:

Power BI | Google Analytics

Foundational Knowledge:

QA Automation (Past Experience)

Selenium | Cucumber | Puppeteer

Programming Languages:

HTML/CSS | JavaScript | SQL

Database Management

MongoDB | Postgres

Work Experience

Digital Product Manager

VyStar Credit Union – August 2020 to Present

- Develop and drive the **product vision and strategy** for the digital account opening platform, ensuring alignment with business goals and customer needs.
- Define and refine **user stories** based on customer behavior data and stakeholder input, enabling more focused product development and improved user engagement.
- Lead **customer journey mapping** efforts to identify pain points in the acquisition and onboarding process, continuously enhancing the user experience.
- Manage API product development for the digital account opening platform, working with external partners to define API requirements and maintaining the product backlog.
- Collaborate with Risk, UX, and Engineering teams to prioritize onboarding features, ensuring alignment with the overall product strategy.
- Oversee the online account opening product roadmap, evaluating customer behavior through analytics to deliver seamless user experiences.
- Champion Agile methodologies, leading sprint planning and backlog grooming for API and onboarding features.

Senior QA Automation Engineer

TEKsystems (Florida Blue) – July 2019 to July 2020

- Managed the automation framework for APIs and onboarding components, ensuring smooth integration with third-party services and delivering key updates on time.
- Collaborated with product teams to define API specifications, leading to the successful launch of an in-house payments processing solution.
- Conducted incident monitoring and triage, minimizing production defects and ensuring compliance with regulatory standards.

Senior QA Automation Engineer / Testing Analyst

Citigroup – May 2015 to July 2019

- Led testing and automation efforts for Citibank's digital channels, including API integrations and onboarding features, ensuring smooth operation across web and mobile platforms.
 - Spearheaded the adoption of **Behavior-Driven Development (BDD)** and automated testing frameworks like **Cucumber** and **Selenium**, improving testing accuracy and reducing regression testing time.
 - Managed cross-functional teams to implement **API testing**, working closely with development and product teams to define requirements, track defects, and optimize delivery pipelines.
 - Played a key role in developing the testing strategy for **Account Details & Activity** pages, enabling a smooth transition to Angular and improving page load performance.
 - Utilized data analytics and customer insights to identify pain points, driving improvements in onboarding and overall customer experience.
 - Led defect triage and incident management processes, ensuring compliance with regulatory standards and reducing post-release defects.
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Education

Bachelor's of Applied Science in IT Management

Florida State College at Jacksonville, Jacksonville, FL

Certifications

Scrum.org

- [Professional Scrum Product Owner I \(PSPO I\)](#)
 - [Professional Scrum Master I \(PSM I\)](#)
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Interests

- **Home Lab:** Manages and expands a self-hosted server environment with services such as Network Attached Storage (NAS), media streaming, cloud storage, and a reverse proxy manager.
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