# 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.

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## 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

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## 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 | SQL

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# 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

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# 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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