



Ivan Alatorre

Motivated and forward-thinking product owner with 6 + years of experience in the software Industry. Combining design depth with business, analytical, and product management skills.

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Skills

Design Tools



Skills

Design

- User testing
- Web usability
- User-centered design processes
- User validation
- Interviews
- Empathy Maps
- Wireframes
- User Interface
- Storyboards
- Prototypes
- Mobile Design
- Web Design

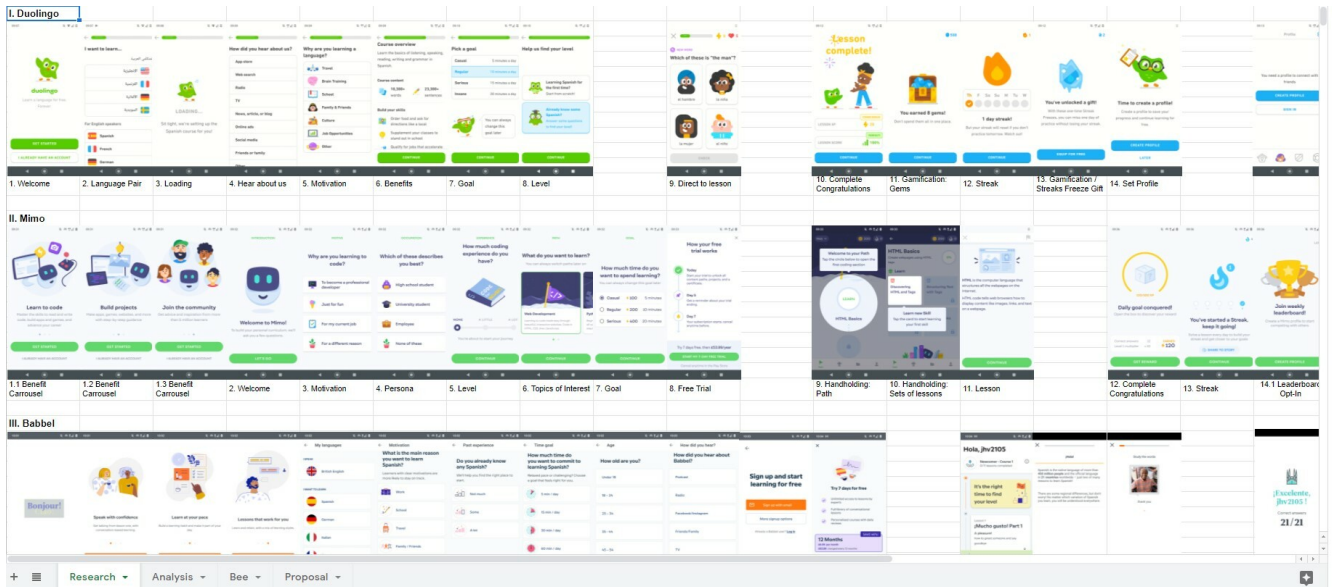
Product

- Competitor analysis
- Business research
- Conceptual skills
- Design quality standards
- Service and product design methodologies
- Agile and Scrum
- Conducting design sprints
- Analytical skills
- Collaboration and teamwork
- JIRA
- Firebase, Google

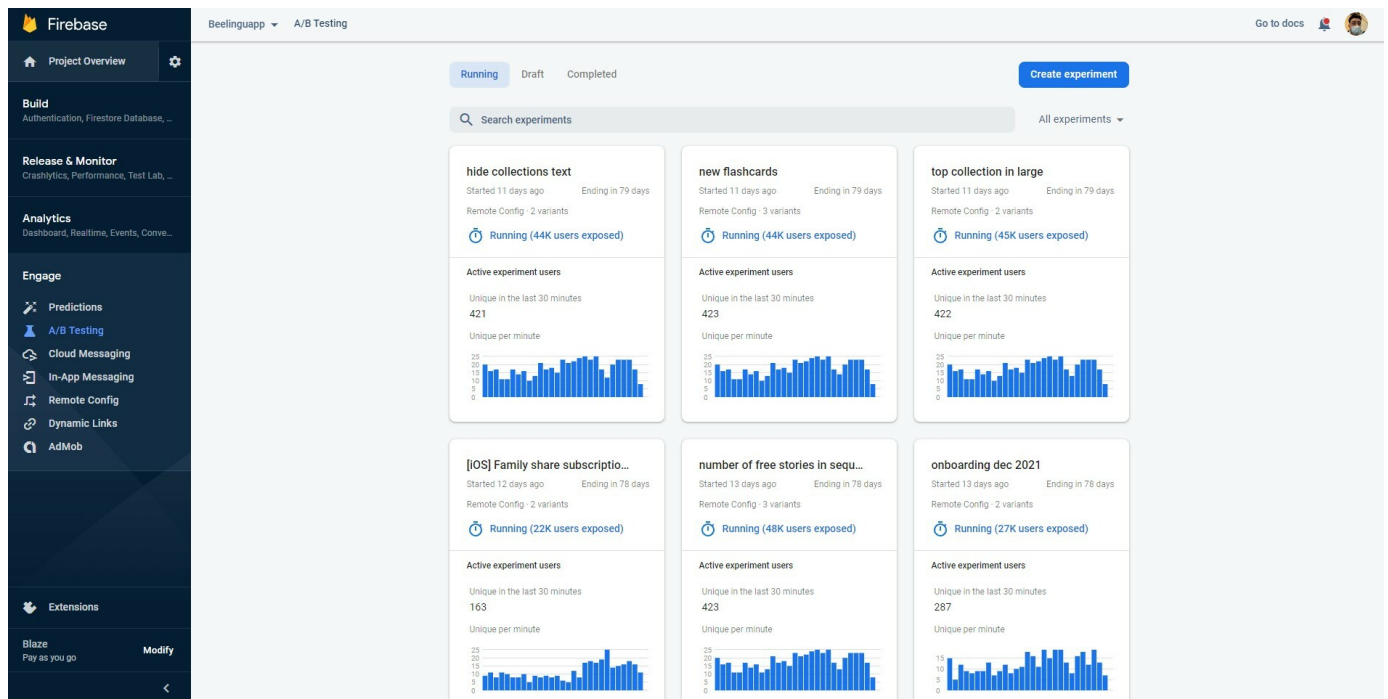
Courses/Certifications

- CSM Certification
- Design Thinking
- SQL Entry level
- CSPO Certification (Currently)
- Data Analyst (Currently)
- PowerBI(Currently)

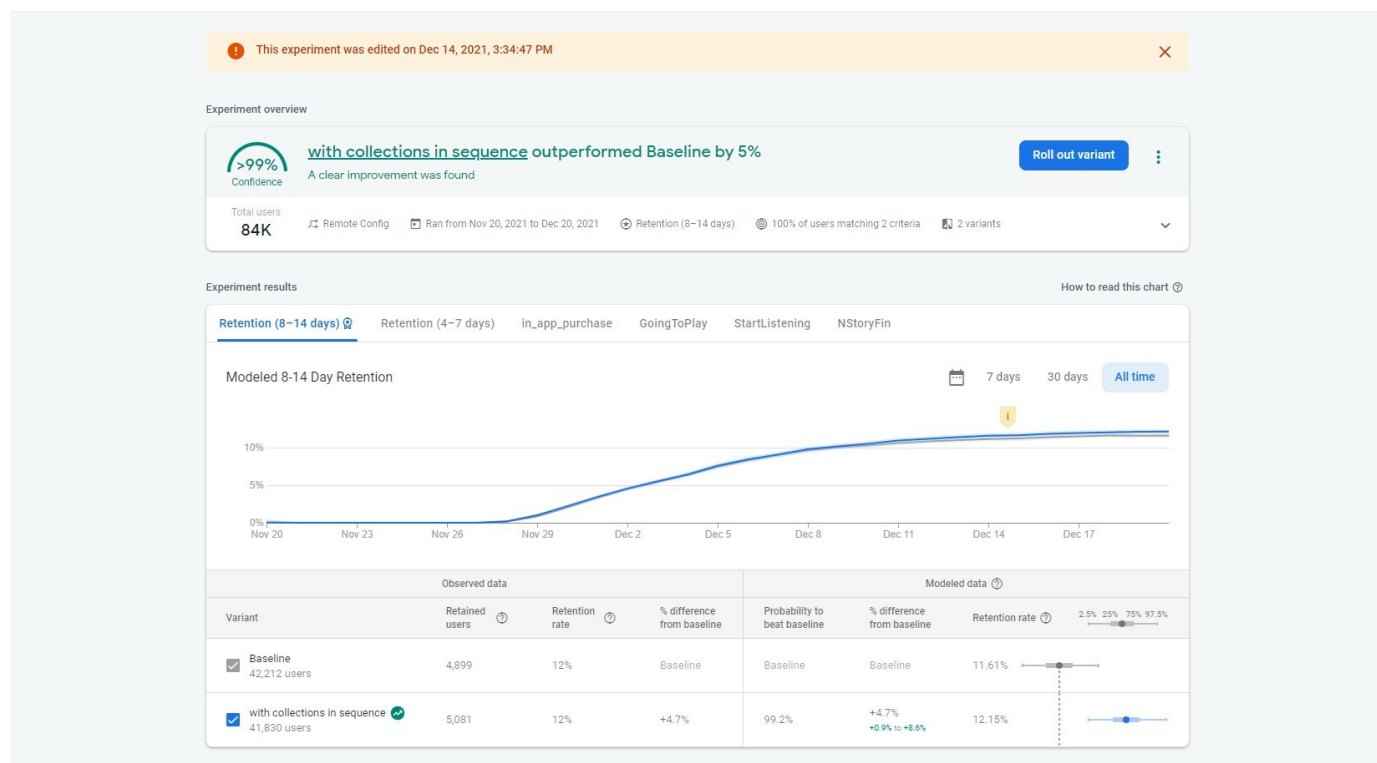
Research Skills - Competitors Benchmark



Analytics Skills - Firebase A/B Testing



Analytics Skills - KPI



Work Experience



Product Designer Freelance

Apr 2022 - Sep 2022

Remote

Activities

- Collaborate with cross-functional teams to design and launch products using Lean Startup methodology
- Conduct user research to identify user needs and pain points
- Create prototypes and user flows to test and validate product ideas
- Manage projects using Lean Management principles to ensure efficient and effective product development
- Conduct user testing and iterate on designs based on feedback
- Work closely with the engineering team to ensure product designs are feasible and meet technical requirements

Achievements

- Design System



Agile Coach/Product Manager

Beelinguapp

Jan 2021 - March 2022

Remote: Germany

- Lean startup

Activities

- Managed cross-functional teams to deliver projects on time and within budget.
- Created and managed project plans, budgets, and schedules.
- Communicated project status to stakeholders and facilitated decision-making.
- Collaborated with cross-functional teams including engineering, design, and marketing to ensure successful product delivery.
- Defined new features based on customer feedback and market research, resulting in a 15% increase in user adoption after finishing the experiment.
- Collaborated with sales and marketing teams to create go-to-market strategies and drive product adoption

Achievements

- Implement SCRUM
- 15% increase in user adoption



Product Manager

Herbalife

May 2020 - Jan 2021

Guadalajara, MX

Activities

- Facilitated Agile ceremonies, including daily stand-ups, sprint planning, sprint reviews, and sprint retrospectives, and ensured that teams followed Agile practices and ceremonies effectively.
- Coached and mentored team members on Agile principles, practices, and frameworks, and helped them to continuously improve their Agile delivery process.
- Worked closely with Product Owners to ensure product backlog refinement, backlog prioritization, and release planning were carried out effectively, and supported the team in delivering high-quality products.

- Collaborated with cross-functional teams to identify and remove impediments, and fostered a culture of continuous improvement through regular retrospectives and experimentation.
- Communicated effectively with stakeholders to provide project status updates, manage expectations, and ensure alignment between team goals and organizational objectives.

Achievements

- Collaborated with international Teams.
- QA app

Activities

- Coached and mentored multiple Agile teams in adopting Agile principles, practices, and frameworks, resulting in improved team collaboration, faster delivery, and higher-quality products.
- Conducted Agile assessments and provided feedback to teams and stakeholders, identifying areas of improvement and implementing action plans to address them.
- Facilitated Agile ceremonies, including daily stand-ups, sprint planning, sprint reviews, and sprint retrospectives, and ensured that teams followed Agile practices and ceremonies effectively.
- Conducted extensive customer research to identify pain points and areas for improvement, resulting in a 60% increase in customer booking speed within the first quarter of launch.
- Worked closely with Product Owners, Scrum Masters, and team members to establish and manage Agile metrics and visual management boards, enabling transparency and continuous improvement.
- Developed product roadmaps and led agile development teams to ensure timely delivery of product features and enhancements

Achievements

- Improve Tango.io SCRUM
- Interactive prototypes



Product Manager

Tango.io

Apr 2017 - Apr 2020

Remote: Colima, MX



Product Manager

Estrasol

Feb 2016 - Dec 2016

Guadalajara, MX

Activities

- Facilitate Scrum events (Daily Stand-up, Sprint Planning, Sprint Review, Sprint Retrospective) and ensure adherence to Scrum principles and values.
- Coach and mentor team members on agile practices and scrum framework.
- Collaborate with the Product Owner to maintain the product backlog and prioritize work items.
- Identify and remove obstacles that impede the team's progress.
- Work with cross-functional teams to ensure alignment and promote collaboration.
- Monitor and report team progress to stakeholders.



Product Designer

Freelance

Mar 2014 - Current

Remote

- Conducted user research and created user personas to inform design decisions
- Designed user interfaces for websites and mobile apps
- Created wireframes and prototypes to test and validate designs
- Worked with the development team to ensure the designs were implemented accurately.
- Conducted usability testing and made design iterations based on feedback
- Contributed to the agency's adoption of Lean Startup methodology
- Collaborated with developers to ensure designs were implemented accurately and efficiently.
- Conducted usability testing and made iterative improvements based on user feedback.

Educacion



Apr 2010 - Jan 2015

Instituto Tecnológico de Sonora

Software Engineer

