Navid Farzinnia, mba, csm, safe 

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Senior technical Product Manager

Dedicated and compassionate senior product manager with 10+ years of experience leading cross-functional teams to plan, build, launch and manage innovations. Experienced in building products that improve operational efficiency and increase workflow automation tenfold for end users.

Areas of Expertise

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| --- | --- | --- |
| * Strategic Planning & Execution | * Agile & Scrum Methodologies | * Cross-functional Teams |
| * Product Development & Launch | * Project Lifecycle Management | * User Discovery/Testing |
| * Team Building & Leadership * Team Communication * Web analytics * A/B Testing | * Product Strategy * Behavior Driven Development * Product Roadmap * Data Collection and Management | * Analytics & Data/SQL * Product Migration * Rapid prototyping * Data Analysis and Extraction |

Tools

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| --- | --- | --- | --- |
| * Splunk * App Dynamics * Google Cloud * Salesforce * SQL – In Progress | * Apigee * Postman * Google Analytics * Python- In Progress | * GitHub * AWS * Optimizely * Microsoft Azure |  |

Professional Experience

**Senior Technical Product Manager 2016 – 2023**

**Wells Fargo, San Francisco, CA**

* Collaborated with 5+ cross-functional teams to conduct comprehensive product integration testing amid changes, ensuring smooth and uninterrupted operation of the product, building user confidence and trust.
* Successfully led the development of comprehensive product strategies and roadmaps, aligning backend automation initiatives and frontend feature delivery with overall business objectives. Resulted in increased efficiency and accelerated time-to-market for new features.
* Demonstrated exceptional leadership in collaborating with cross-functional teams, including backend engineering, frontend development, quality assurance, and operations, to ensure seamless integration and delivery of product enhancements.
* Automation of user onboarding in Sandbox environment. Providing the ability for Wells Fargo API marketplace visitors to easily and rapidly move (under 4 min) from viewing Open API specs to experimenting with an Open API in the Sandbox.
* Led and oversaw MVP launch. Delivered exceptional product solutions that enhanced scalability, agility, and flexibility in software development, resulting in accelerated delivery times and product updates for the client.
* Participated in SDK user research workshops, reviewed competitive analysis, analyzed competitor’s SDK attributes, and worked with platform to create and implement mobile SDK best practice.
* Drafted frontend webhook requirements and actively participated in the development of SDKs for cobrand credit cards and private label credit cards. Collaborated with clients to ensure comprehensive API access for all stakeholders and confirmed that APIs delivered anticipated value across diverse stakeholder groups.
* Collaborated closely with the design team to craft the user interface (UI) for the SDK..
* Created the business and product requirements based on all stakeholder needs and ensured tech team follows standards, naming conventions, design principles, and consistent development methods.
* Part of the team who worked on developing a versioning strategy for Wells Fargo APIs.
* Closely watched the APIs after release by analyzing the consumption data and reviewed client feedback, defined metrics and SLIs strategy to improve the reliability by defining the reduce time to detect (MTTD) and improve time to respond (MTTR) of Gateway APIs also worked with development team to identify the strategies to reduce the Mean time between failures (MTBF).
* **API Marketplace Launch V3**
* Successfully led the launch of V3 API marketplace, delivering a highly elevated and digital experience.
* Implemented responsive design and refreshed the user interface, resulting in improved navigation and a vibrant developer portal experience which reduced support calls by 35%.
* Enabled seamless publishing, consumption, collaboration, and governance of APIs, enhancing the overall user experience.
* Introduced simple JSON/RESTful APIs with code snippets, facilitating ease of integration for developers.
* Significantly reduced content publishing time on the developer portal from 14 days to just 3 business days, accelerating time-to-market for new APIs.
* Developed a Digital React-based single-page application (SPA), ensuring optimal performance and a smooth user interface.
* Ensured cloud readiness and compliance with the 13-factor principles, making the platform robust and scalable for future growth.
* **SEO Optimization for API Marketplace**
* Collaborated with the corporate SEO team to optimize the API Marketplace for higher rankings in search engine's organic results (SERPs).
* Implemented technical SEO strategies, resulting in a significant increase in organic clicks by 76% and organic impressions by 83% within just three months of implementation.
* Improved the average search engine ranking position by 5.6 positions, driving higher visibility and attracting more targeted traffic to the platform.
* The project's outstanding success led to recognition from the enterprise SEO center, which is creating a case study to showcase the impact of the optimization efforts.
* **Customer Feedback Integration**
* Successfully led the release and integration of customer feedback functionality on the API marketplace platform.
* Collaborated with an external vendor to implement a user-friendly survey button on the platform's UI.
* Streamlined the feedback collection process, resulting in valuable insights that drove product improvements and enhanced user satisfaction.
* Coordinated cross-functional teams, including UI/UX designers and development, to ensure seamless implementation and optimal user experience.
* Received positive feedback from stakeholders for the successful execution of the project, contributing to improved customer engagement and retention.
* **Migration from HA Proxy to F5**

As part of simplification project, we updated an existing API with new archetype to have its own target end point instead of common one.

* **Automated User Onboarding in Sandbox Environment**
* Spearheaded the automation of user onboarding within the Sandbox environment of Wells Fargo's API marketplace.
* Enabled seamless and rapid transitions (under 4 minutes) for visitors, empowering them to effortlessly move from accessing Open API specifications to actively experimenting with the APIs in the Sandbox.
* Implemented robust automation processes, significantly reducing manual intervention and accelerating the user onboarding journey.
* Collaborated closely with development teams to ensure a smooth integration of the automation framework, resulting in a streamlined and user-friendly experience.
* **PCF Migration of APIs as Cloud Enablement for Developer Portal**
* Led the successful PCF migration of APIs as a key aspect of cloud enablement for the Developer Portal.(still in progress)
* Conducted a comprehensive assessment of the migration scope, identifying critical APIs and their dependencies.
* Defined key performance indicators (KPIs) to measure the success of the migration and align it with business goals.
* Prioritized migration tasks based on API traffic volumes, ensuring seamless transition for high-impact APIs.
* Collaborated closely with cross-functional teams to execute the migration plan, delivering improved scalability and reliability for the Developer Portal's API ecosystem.

Top of Form

Bottom of Form

**Senior Product Owner 2015 – 2016**

**PG&E San Francisco, CA**

Redesign of online Bill Payment PGE mobile app, Data warehousing, Data analytics and Vendor Management

* Collaborated across divisions to contribute to the vision and strategy of PG&E billing and payment processes.
* Captured business requirements using Behavioral Driven Development (BDD) techniques for user stories and acceptance criteria.
* Prioritized user stories in the backlog based on KPI/Value impact, breaking down problems into smaller, actionable tickets.
* Acted as the primary resource for Scrum team inquiries, providing product details and clarifications.
* Monitored project progress against KPIs, conducting regular project reviews for continuous improvement.
* Collaborated with QA team to write test cases and managed bug tracking systems for high-quality product delivery.
* Developed SEO strategy for the PG&E residential portal segment.
* Proactively communicated with internal customers, delivering data-driven insights and recommendations.
* Analyzed project data and RLIs to identify areas for project time, cost, and quality improvement.

**Digital Product Owner 2014 –2015**

**VSP Vision Service Plan , Ranchi Cordova, CA**

Redesign of Client Portal

Redesign of Member Portal

Redesign of VSP Global website

Redesign of VSP Federal employee enrollment website

Redesign of VSP Micro-Sites –AON Hewitt

Redesign of VSP Wal-Mart, Cigna and MetLife websites

Redesign of Claim processing flow on Eyefinity.com

Redesign of Manage Membership on Client portal

Redesign of Online Member Enrollment

Education

**Master of Business Administration (MBA) in marketing |** Sharif University, School Of Management Tehran, Iran

**Bachelor of Science (BS) in Soils Engineering, Finance |** Tehran University, Iran

**Marketing Certificate |** UC Berkeley

Certifications & Credentials

Certified Scrum Master from Scrum Alliance

Certified SAFe® Agile Product Manager

Google Analytics “IQ” and “Mobile app” certified