

ANA MARIA HERRERO FERNANDEZ, MSc

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PROFESSIONAL SUMMARY

Results-oriented professional dedicated to improving user experiences and driving product innovation, with a strong background in Product Management, Development and Design, focusing on Accessibility and Adaptability. My diverse skill set spans UX/UI design, web and API development, NLP, and marketing, enabling me to bring creative ideas to life and foster growth, with a particular interest in the industries of education and healthcare.

EDUCATION

AALTO UNIVERSITY and TECHNICAL UNIVERSITY OF MADRID (UPM)

Dual Master's in Human-Computer Interaction and Design

- GPA: 4.52/5.00

Helsinki, Finland and Madrid, Spain

September 2020 - July 2022

IE UNIVERSITY

Bachelor's in Information Systems Management (BIS)

- GPA: 8.24/10.00

Madrid, Spain

September 2016 - July 2020

RELEVANT EXPERIENCE

Slush

Product Operations Manager

Helsinki, Finland

October 2022 - Present

- Managing and improving the Node by Slush startup product by talking with end users, collecting user feedback, analyzing product data, benchmarking competing products, and developing new features to offer.
- Setting up, moderating, and running +15 Mentoring Sessions for startup founders together with the curated contributors: successful founders, leading investors, and experienced operators.
- Planning and executing Matchmaking Sprints, sourcing and inviting investors, and scheduling simultaneous 1-on-1 meetings with the founders on our platform, resulting in +65 different meetings every month.
- Growing the Node by Slush early founders user pool by planning, building, and executing user acquisition campaigns, writing marketing copies for the bi-weekly newsletter and creating content for social media channels to promote the value of the platform, reaching +40% of monthly active users.
- Managing tens of partnerships with Europe's leading VCs while planning and executing paid Investor Office Hours inviting startups to 1-hour customized sessions based on the curation parameters provided by the investors.

Ontology Engineering Group - Research Institution

Full-Stack Developer

Madrid, Spain

February 2022 - July 2022

- Identified different use cases to include in the product roadmap that transitioned an idea into an MVP ready in 6 months.
- Worked closely with the back-end developers, dev-ops engineers, front-end developers, business stakeholders, and professional linguists to communicate requirements, the size and scope of deliverables, and roadmap updates.
- Built an API in Python that transforms texts according to the Easy-To-Read Methodology, using Django and Flask frameworks and the NLP libraries spaCy and Natural Language Toolkit (NLTK) and delivered sessions on the product's technology to the rest of the team without a technological background.
- Designed the web application prototype in Figma, which obtained an 84.7 SUS score from the user tests.
- Developed the final user interface using HTML and CSS and connected it to the API using JavaScript.
- Performed tests using Postman to ensure the quality of the API and produced clear documentation using Swagger for the API's usage, providing explanations, code samples, and their expected output.

Noms - Digital Start-up on Recipes Re-design

Co-founder: Product Manager, Developer & Designer

Helsinki, Finland

January 2021 - January 2022

- Managed the first MVP from ideation to product launch using Notion. Activities included: branding, market sizing, drafting initial requirements, planning development cycles, crafting go-to-market and customer acquisition strategies, resource planning, and ongoing prioritization of scope.
- Established the product strategy and roadmap based on constant communication with future end users to understand their pain points and an analysis of the technology and economic trends.
- Led the product design and development while designing the prototype in Figma and developing the user interface using the Svelte framework (HTML, CSS, and JavaScript).
- Extended product reach via creating content for social media (Instagram and Telegram) and on-campus posters, designed using Photoshop, Illustrator, Lightroom, and Canva, focusing on the primary market of Otaniemi (Southern Finland), building a Telegram community of 700 subscribers in 3 weeks.

LANGUAGES

Spanish (Native). English (Bilingual). French (Advanced). Modern Standard Arabic (Lower Intermediate).

PROFICIENT PRODUCT-RELATED SKILLS

Git, SQL, Python, React Native, JavaScript, Visual Studio Code, Postman, Swagger, Figma, Webflow, Android Studio, Ionic, Adobe Creative Cloud Apps, Canva, iMovie, Notion, Google Workspace, Microsoft Office, Contentful, MailChimp, Social Media, Datagrip, JupyterLab, Tableau, Metabase, Scikit-Learn, spaCy, NLTK, Zoom, Microsoft Teams, Dealroom, and Crunchbase.