

# CATHERINE BERDA

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## WORK EXPERIENCE

### JPMorgan Chase & Co

July 2012 – Present

#### Product Manager – Digital Technology

June 2016 - Present

*Key Accomplishment:* Lead initiatives of new product launch for a digital banking application allowing customers to transfer funds using a brokerage account; impacting 65 million customers. Define initial scope, analyze requirements, design process models and wireframes, define acceptance criteria and test developed features

- Groom user stories by defining business and technical requirements, mapping dependencies, and designing functionality of each feature using gherkin method
- Lead sprint planning session to define scope of work and walk through functionality with application developers; run metrics report of progress throughout sprint cycle
- Partner with UI design team to ensure consistency and optimize user experience
- Liaise between product and application developers to ensure understanding of requirements, removing gap in technical design, and offering new product enhancements that improve user experience

#### BUSINESS MANAGER - Oversight & Control

May 2015 – June 2016

*Key Accomplishment:* Led project management process for a team of 40 including developing implementation plans, establishing project timeline, collaborating with regulatory teams, and managing relationships with business stakeholders to prepare for materials for regulatory reviews

- Oversaw project budgets, reducing expenses by \$300k through tested and streamlined processes
- Analyzed data on global trends and perform gap analysis in order to prepare a project strategy
- Presented weekly status reports to senior partners highlighting progress towards milestones and plans implemented to address issues found by regulatory agencies

#### PRODUCT MANAGER – Private Bank Technology

July 2012 – May 2015

*Key Accomplishment:* Managed product development phases, from conception to launch, around banking solutions for 20,000 Latin American clients, representing 5% of client base. Wrote and presented user stories and ensured that application launch would follow United States and regional regulation

- Led prioritization of product backlog by partnering with business & technology partners to analyze client requirements
- Designed user stories and process flows for any application additions, changes and modifications impacting the Latin American markets
- Liaised between developers and clients to analyze issues and resolved errors quickly for time sensitive product needs. Present weekly to stakeholders on key data requirements, needs, and issues
- Prepared weekly metric report for senior management that indicated application adoption rate across global markets; Increased adoption rate by 100% within three months after market roll out

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## ADDITIONAL

**JPMC Women Interactive Network:** Chapter Leadership Team  
**Team in Training:** Runner & Volunteer

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## SKILLS

**Proficient In:** JIRA, Microsoft, Product Development, Project Management, Data Analytics, SQL  
**Certifications:** Certified Scrum Master

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## EDUCATION

**B.S., Information Management & Technology; Finance**  
School of Information Studies / Martin J. Whitman School of Management  
**Syracuse University**

May 2012