# Maria Cerase

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## summary

Strong, organised, data oriented product leader striving to make user experiences that engage and respond to business needs.

## experience

May'16 - Present - **Media iQ,** Product Lead, London
- Championing UX Usability studies for internal apps and carried out app redesign that resulted in 85% satisfaction of the users interviewed.
- Currently working on several data import, schema and validation APIs with a lean Documentation Driven Development approach.

Aug'15-March'16 **- Import.io,** Product Manager, London
- Set up a remote schema repository that reduces time to data from 3 to 1 week.
- Designed and introduced first Enterprise customer dashboard to monitor basic stats about data feed.
- Ideated and introduced a multidimensional metrics framework to measure data quality.

July '13-July '15 **- Privax,** Project and Product Manager, London
- Setup from scratch entire Agile practice for the company, managing up to 10 developers and 2 quality engineers at a time.
- Co-product managed the first HMA! ProVPN app for Android on time (3 months) and on budget (£45K) with inshore development team. The app reached 1k 7-day active users in 1st month, 3.5 star rating.
- Owned the roadmap for hidemyass.com and its subdomains, liaising with all sides of business. Features added include: new billing and white label APIs, new cancellation flow (25%↑), retention seo, new website redesign, internationalisation of the website (20% ↑ international traffic).

May '10-July '13 **- Google.,** Product Support Manager for Web Search, Dublin.
- Lead a team of 9 specialists spread across geographies to implement online help solutions (i.e. new forms, new help articles, new forum features etc.)
- Worked closely Product Managers of Web Search, to research and reproduce bugs, evaluate new features and measure their impact.
- Owned all international Web Search pre and post launch sentiment analysis (i.e. Knowledge Graph).
- Managed and ideated the creation of a new, comprehensive Privacy self-help tool that was implemented via proprietary Content Management System (ROI: 23%, 59%↓ help tickets/y, 3x visits increase/y).

## studies

2015 - **MITx** / Introduction to Computational Thinking and Data Science
Plotting, probability theory, hashing, montecarlo simulations, graph theory and graph optimization, curve fittings, basics of machine learning with Python. **Pass:** 87% Certificate Link

2013-2013 - Griffith College, Dublin/Diploma in Dynamic Application Development
PHP, JavaScript, HTML5 and CSS3 course with MySQL. **Pass:** A

2006-2008 - **Luiss University, Rome - Italy** / MA - Management of Innovation
Thesis in Design Management "Digital Design Management", a comparative study of management techniques for the creative industry. **Final Grade:** 110/110 cum laude - GPA: 4.00

2002-2006 - **University of Naples, Naples - Italy** / BA - Business Economics
Thesis in Marketing "The role of brand identity in the communication strategy of institutions for advanced education"(Italian), a study of brands at the core of educational institutions' marketing strategy. **Final Grade:** 110/110 cum laude - GPA: 4.00

## skills

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|---|---|---|
| Italian: mother tongue | GitHub/Atlassian Stash: advanced | Jira/Google Analytics: advanced |
| English: fluent \| IELTS 8/9 | CSS 3/Python/MySQL: intermediate | Agile Product Owner: advanced, with BDD |
| French: intermediate | C/JavaScript: beginner | based acceptance criteria |
| | MS Office/Google Apps: advanced | |

## interests

Python | cooking | swimming | tennis | reading and writing for professional and personal growth