


## CONTACT

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 Mexico City, Mexico

## EDUCATION



### INSTITUTO TECNOLÓGICO AUTONÓMOMO DE MÉXICO (ITAM)

Bachelor of Economics  
(BEconSc)  
May 2019



### HEBREW UNIVERSITY OF JERUSALEM (ROTHBERG INTERNATIONAL SCHOOL)

Contemporary Middle  
Eastern Studies  
Autumn 2015



### CODERHOUSE

FullStack Developer  
Postgraduate Diploma

- Web Development
- JavaScript
- ReactJs
- BackEnd Development

December 2021 – Present  
day

# DANIELLE URQUIZA

## DIGITAL PRODUCT LEAD

CERTIFIED PRODUCT OWNER | CERTIFIED SCRUM MASTER |  
UI/UX/CX DESIGNER | ECONOMIST | BANKER

## RECENT EXPERIENCE

### DIGITAL PRODUCT LEAD

(February 2022 – present day)

<Santander Bank>

In this position, I have organised the team so we can celebrate the delivery of 2 successful digital products and features from scratch to production in PlayStore, AppStore and SamsungGalaxyStore.

I am in constant communication with different teams in the Bank; for example, Legal, Risks, AML, Investments, UX/UI, Testing, etc.

According to the bank's 2022 objectives, we have planned the roadmap according to the most important features and the ones that are going to deliver a significant amount of business and economic value.

Since we successfully delivered the Samsung Members Wallet, last November of 2021, now I am on charge of new features to be delivered during this 2022 along with my team.

I have to report directly to several of the Bank's Directors in daily or weekly meetings.

These are some of the products I have been working on with my team:

- [Samsung Members Wallet](#)
- [Members Wallet | Samsung Mexico](#)
- [Cuenta Digital Lite](#) de Santander
- Cuenta Digital Pro de Santander (expected release to OM, June 2022).



## SPECIALIZATIONS

**International Monetary Fund & European Investment Bank** (edX)

- ✦ FDFix: Financial Development and Financial Inclusion



## COURSES & CERTIFICATIONS (CURRENTLY ENROLLED)

**Escuela de Organización Industrial del Ministerio de Economía, Industria y Competitividad del Gobierno de España** (Google Activate)

- ✦ Cloud Computing



## LANGUAGES

- Spanish (Mother tongue)
- English (Fluent/Proficient)
- Japanese (JLPT 3)
- Hebrew (Basic)



## TECHNICAL SKILLS

- Microsoft Office
- GSuite
- Matlab
- R Studio
- HTML5
- CSS3
- SASS
- GitHub
- Tableau
- Azure DevOps
- ServiceNow
- Jira
- Miro
- Avion.io
- Overflow.io
- Zeplin
- draw.io
- Figma & Balsamiq
- Mural
- Canva
- VisualStudio Code

## SENIOR PRODUCT OWNER

(January 2021 – January 2022)

<Santander Bank>

From over 300 hundred applicants and very difficult interviews, Santander Bank chose me. I was really grateful and committed with the Bank and the new projects I was working on.

In my former role as Senior Digital Product Owner, I was on charge of four teams (where I was on charge of 25 persons: Developers, Scrum Masters and Product Owners). We had committed specific dates to achieve the roadmap goals during 2021 and I am more than happy to share that we achieved our goals with success.

Together we developed and delivered the MVP for the Samsung Members Wallet, the MVP of our new Digital Accounts Lite and Pro (that new clients and already existing clients can request within minutes from their mobile devices), and also new features for our digital products.

I had my Scrum Masters organise the Scrum Ceremonies with my four squads. I organized other meetings with the bank's Governances. All these with the help of different Teams like, Legal, Fraud, Risk, AML, UX/UI, Testing, among others; so we could be able to decide business rules and determine the acceptance criteria so the Development team could work clearly and efficiently.

## DIGITAL PRODUCT MANAGER

& CERTIFIED PRODUCT OWNER

(February 2019 – December 2020)

<Broxel>

Quickly I gained recognition, so one of the Directors put me on charge of the soft launch of the company's new onboarding process for the SOFIPO. The delivery date was on February the 20th (2020) and we delivered the project on time.

On May the 15<sup>th</sup> 2021, we delivered the web onboarding process (for the SOFIPO), so the new clients could request a Broxel low risk account from a pc or any mobile device with internet access (not from the app). We prepared everything for the launch on June the 1st and I was on charge of the complete delivery. We managed a waiting list, a group conformed by friends & family tried the process and on July the 1st, the product was released on PlayStore and AppStore so any person in Mexico could download it.

All these projects implied that I had to manage six teams again; UX, Development, QA, Contact Center, Innovation and Media so we could run the necessary tests. This responsibility also involved creation of new flow charts, new user stories, epics, road maps, and participating in daily scrum meetings, sprint planning, sprint review, sprint retrospective and sprint refinement sessions.



## COURSES & CERTIFICATIONS

### Universidad Complutense de Madrid

(Google Activate)

✚ Mobile App Development

### Instituto Nacional de Ciberseguridad de España (INCIBE)

(Google Activate)

✚ Protect your business:  
Remote Work Security

### Escuela de Organización Industrial del Ministerio de Economía, Industria y Competitividad del Gobierno de España

(Google Activate)

✚ Electronic Commerce

### Escuela de Organización Industrial del Ministerio de Industria, Comercio y Turismo del Gobierno de España

(Google Activate)

✚ Digital Transformation

### Fundación Santa María la Real

(Google Activate)

✚ Digital Skills

### Google Actívale

✚ Business Digitalization  
(Google My Business & YouTube)

When I was in this position, I have delivered three successful Digital Products and I have participated on the delivery on one Web-Based Software for our organization so the Broxel Digital Executives use it every day.

## SR. BUSINESS PROCESS ANALYST

(August 2019 – January 2020)

<Broxel>

In this position, I was named responsible of the Proof of Concept (PoC) of one of the providers for the new onboarding process for the new digital product. I was in contact with service providers for the company, serving as a representative of the company in international videocalls. I was on charge of the development team while they developed web and cognitive services (training of an artificial intelligence developed inhouse; Optical Character Recognition (OCR)) for the creation of new software.

Once it was done, I started organising as many tests as we could. This included organising six teams to get the tests done; UX, Innovation, Contact Center, Media, Development and Quality Assurance.

From November 2019 to January 2020 we ran several tests (of the new product) like User Acceptance Tests so we could identify bugs and improvements for the new digital product along with all the participants.

I also trained the Contact Center team so they could get to know and understand in a better way the new digital product. I developed research so I could prepare documents like the official script for client assistance, FAQs, user guides for the management of the new software they had to use.

## BUSINESS PROCESS ANALYST

(April 2019 – July 2019)

<Broxel>

- Design of new digital business processes.
- Design of new functionalities for the app.
- Creation of flow charts.
- Analysis and investigation of Mexican laws and regulations to have validity and effectiveness of processes.
- Cost Benefit Analysis.
- Return of Investment analysis.
- Net Present Value.
- Projection of revenues & projection of costs.
- EBIDTA.
- Financial ratios.

As a team, we started designing and developing the new onboarding process so the clients could have their Broxel SOFIPO account. SOFIPO (Sociedad Financiera Popular) is an alternative of a bank in the micro finance sector in Mexico. In English; Popular Financial Society.



## COURSES & CERTIFICATIONS

### PluralSight 60+

- ✦ Scrum Master Fundamentals
- ✦ Product Owner Fundamentals

### VMedu ScrumStudy +3

- ✦ Scrum Fundamentals Certified (SFC)
- ✦ Scrum Master Certified (SMC)
- ✦ Scrum Product Owner Certified (SPOC)

### CertiProf

- ✦ Scrum Foundation Professional Certificate (SFPC)

### International Scrum Institute

- ✦ Scrum Team Member (STMAC)
- ✦ Scrum Master (SMAC)
- ✦ Scrum Product Owner (SPOAC)



## PERSONAL SKILLS

- ★ Organization
- ★ Deep sense of aesthetics
- ★ Easy going personality
- ★ Effective communication
- ★ Sense of humor
- ★ Active listening
- ★ Leadership
- ★ Grammar and style checker
- ★ Results oriented

All this work involved the creation of User Stories and uploading them to Azure DevOps (so they could be assigned to the Development team), flow charts, participation on daily scrum meetings and sprint planning meetings among others.

## SENIOR PLANNING ASSISTANT (PART TIME)

(January 2017 – May 2019)

<ITAM>

I organized all workshops and classes for ITAM Música, end of semester Concerts, extra events and activities; monitoring daily operations, logistics. Coordination with the entire ITAM Música's team to assign tasks and work as a team. I supported ITAM Música's Director, Doctor Juan Carlos Mansur Garda, in organizing all those projects. During this time, I was on charge of 4 work colleagues so we could split the activities in a more efficient way.

## FINANCIAL ANALYST

(July 2017 – October 2017)

<MOBILITY ADO>

I worked on a short Investment Project about Cash Deposit Cashiers to expedite the reunion of cash in all sale points at national level of Grupo ADO. We identified benefits, costs and risks; we obtained Financial Statements, Cash Flows and Financial Valuations (Indicators), EBIDTA, as well as; Required investment, Gantt of Implementation, Control of investments, Depreciations, ROI, and fiscal Reconciliations. I was also in charge of the analysis of documents and databases, as well as writing and creating new documents in Word, Excel and PowerPoint. I also helped monitor other existing projects.

## MARKET & BUSINESS RESEARCH ANALYST

(December 2016 – March 2017)

<GRUPO SiCOSS>

During this short project, I carried out the Analysis and Market Research of software to fly and manage operations with drones. I developed the complete Investment Project and the Business Model based on the creation of those research documents. Also, I organized Focus Groups to test the software the Development team was working on.

## EXTRA CURRICULAR ACTIVITIES, PERSONAL & PROFESSIONAL INTERESTS

I encourage you to visit my LinkedIn profile to get more information about my additional working experience and some other cool stuff about me:

<https://www.linkedin.com/in/deni-alexandre/>