

HELLO MY NAME IS

# DIVA HURTADO

## SUMMARY

PRODUCT MANAGER WITH CLEAR VISION FOR ELEGANT AND EFFECTIVE PRODUCTS WITH A PASSION FOR CREATING PROCESSES TO STREAMLINE SUCCESS.

## SKILLS

Adobe Illustrator CS6

Wireframing

HTML / CSS

Pivotal Tracker

Prototyping


Agile Development

## EDUCATION

FLORIDA STATE UNIVERSITY  
MAJOR: INTERNATIONAL AFFAIRS  
CLASS OF 2015

## CONTACT

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## EXPERIENCE

### TINYBOP - PRODUCT MANAGER (JUNE 2016 - PRESENT)

- LEADING FULL APP DEVELOPMENT CYCLE INCLUDING IDEATION, TECHNICAL DEVELOPEMENT, AND LAUNCHING AN MVP.
- COLLABORATING WITH RESEARCH TO CONDUCT USER STUDIES TO GAIN INSIGHT TO GUIDE FEATURE DECISIONS AROUND USABILITY, RETENTION, AND USER EXPERIENCE.
- MANAGING HIGHER LEVEL GOALS AND DAY-TO-DAY PRIORITIES FOR ENGINEERS ILLUSTRATORS, AND DESIGNERS.
- ARTICULATING FEATURE GOALS WITH KEY STAKEHOLDERS TO CONFIRM PRODUCT GOALS.
- MAINTAINING PRODUCT VISION BY WRITING FEATURE SPECS AND LOGGING BUGS
- CLOSELY WORKING WITH DEVELOPERS TO DETERMINE THE BEST TECHINCAL IMPLEMENTATION METHODS AS WELL AS REASONABLE EXECUTION SCHEDULE.

### MAESTRO CONFERENCE - PRODUCT MANAGER (OCT - DEC 2015)

- COMPILING REQUIEIMENTS FROM THE CEO DICTATING THE IDEAS FOR THE FEATURE AND QUICKLY TRANSFORMING VISION TO WORKING SPECIFICATIONS.
- WRITING SPECIFICATIONS FOR ENGINEERS TO REVIEW AND BUILD OUT NEW FEATURES.
- DESIGNING WIREFRAMES TO CONVEY KEY FEATURE DETAIL AND USERFLOW.

### MAILCHIMP - MARKETING INTERN (JAN - MAY 2015)

- ANALYZED PAST INTERNATIONAL MARKETING BUDGET TO IDENTIFY KEY TRENDS AND SPENDING IN DIFFERENT REGIONAL MARKETS AND ITS EFFECT ON SUBSCRIPTION RATES IN THAT AREA
- CONSTRUCTED A GO-TO-MARKET STRATEGY FOR THE MAILCHIMP API RELEASE INCLUDING SCHEDULING PUBLIC AND PRIVATE BETA TESTING AND IDENTIFYING PLATFORMS FOR RELEASE

### CLOUDSCALING - PROJECT MANAGEMENT INTERN (JUL - NOV 2014)

- REDESIGNED AND RESTRUCTURED ENTERPRISE PARTNER CONTRACTS AND CLOUD DEPLOYMENT DOCUMENTATION IN ORDER TO PROVIDE A COHESIVE FLOW OF INFORMATION
- MANAGED CLOUD CONSTRUCTION AND DEPLOYMENT FOR A KEY ENTERPRISE CUSTOMER FROM START TO FINISH INCLUDING USER RESEARCH, ITERATION AND PRODUCT CUSTOMIZATION