Erin Ferrara

San Jose, CA // erinrferrara@gmail.com

Experience

Product Manager // **Visa, Inc.** // June 2019 – Present
- Conceptualized and designed two new data tools to surface actionable insights for users across three personas, consistently in the top 10 most used tools on the platform since launch
- Instituted new user communication and education views, now a standard feature on all related apps in platform
- Reimagined two key feature sets based on user pain points, owned design and user flow revision in addition to requirements and prioritization from MVP to sunset of historic system
- Consulted clients in engagements worth over $3 million using human-centered design principals, intensive market research, and feasibility assessments
- Delivered qualitative research synthesis and recommendation to C-suite in under 2 weeks as part of "Tiger Team" investigation impacting strategic company direction
- Prioritized 2-year roadmap to modernize analytics experience for over 9,000 global users by streamlining content based on usage data and user feedback, effectively reducing overhead 58%
- Cut cross-functional timelines by 3 weeks by uniting sales and operational leads to define feature launch toolkit
- Defined and led pilot of three APIs and supporting operational updates in six countries, showcased launch to investors with a demo mobile application, and prioritized improvements for next iteration
- Organized three strategic programs supporting go-to-market for clients, resulting in adoption by broader commercialization program showing 280% growth since launch
- Crafted value propositions, marketing materials, press releases, persona-based user guides, implementation documents and launch plans for B2B and B2C products

Product Analyst // **The Home Depot** // February 2017 – June 2018
- Spearheaded transformation of reporting with interactive dashboards, decreasing turnaround time on requests for information by 80%
- Reduced operational failures in 15 critical markets using API response analysis to highlight new configuration conflicts

Education

Georgia Institute of Technology // Bachelor of Science, Industrial and Systems Engineering // 2016

Industry Skills & Tools

Agile Methods, Design Thinking, Data Structures & Analysis, Market Research, Data Visualization, Program Development, Financial Systems, Global GTM Planning

Figma, Balsamiq, Mural, Jira, Postman, DScout, Excel, Tableau, SQL