

Erika Brentar

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Education

DePaul University – Chicago, IL	GPA: 4.0/4.0	<i>2019 – present</i>
Master of Science in Human-Computer Interaction		
Case Western Reserve University – Cleveland, OH		<i>2011 – 2015</i>
Bachelor of Science in Marketing		

Skills

Agile	Story Writing	Journey Mapping	Scenarios
Scrum	Competitive Analysis	Wireframing	User Research
Product Management	Usability Testing	Prototyping	Sketching
Requirements Gathering	Heuristic Evaluation	Personas	Semantic Order

Professional Experience

KeyBank – Chicago, IL	
<u>Digital Product Manager</u> – Originations and Wellness	<i>Oct '20 – Present</i>
<ul style="list-style-type: none">Analyzed information to generate 2021 roadmap options for the Pre-Approval productPerformed quality assurance end-to-end testing and user acceptance testing to ensure compliance standards are metCreated epics for user experience enhancements to be developed on the Advanced Mortgage Product	
United Airlines – Chicago, IL	
<u>Business Analyst/Product Manager</u> – Digital Products	<i>Jun '18 – Jun '20</i>
<ul style="list-style-type: none">Streamlined account management tools by creating seamless user interface that reduced 80 profile preference pages to 3 pagesIncreased flight upgrade traffic by 116% within the first week of launch by overseeing the project that enhanced user flexibilityDesigned low-fidelity sketches and mid-fidelity wireframes for the flexible credit transfer user flowIdeated with UX designers to create user flows that fulfilled project requirements for new products, upgrades, and defectsPerformed quality and user acceptance testing to validate compliance with all stakeholder website specificationsCreated user stories on an Agile team to formulate acceptance criteria that align with business requirements for developers	
<u>Senior Associate</u> – Social Media Engagement	<i>Nov '17 – Jun '18</i>
<ul style="list-style-type: none">Promoted to senior role for repeated top performance in customer relationship engagement & ability to balance large workloadFacilitated multiple 3-week onboarding training sessions for customer service agents in the Philippines and in ChicagoMentored new hires on best practices for successfully maintaining quality assurance through online customer engagementProvided effective individual feedback via daily cross-communication between airport management and corporate departments	
<u>Associate</u> – Social Media Engagement	<i>Jan '16 – Nov '17</i>
<ul style="list-style-type: none">Resolved customer inquiries and complaints punctually and efficiently as liaison between customers and all United departmentsDetermined which issues needed to be reported to higher level management to minimize negative experiences for customersImproved customer relationships with proactive conversation follow-ups and by utilizing active listening and interpersonal skills	

Certifications

Professional Scrum Product Owner I – Scrum.org	<i>Issued Sept '20</i>
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Tools

JIRA	Figma	CSS3
Confluence	Sketch	HTML5
Axure	Zeplin	

Honors/Awards

Extraordinary Achievements Bonus - United
CWRU President's Award
Excellence in Marketing Award