

Isabela Elena

isabelaelenang@gmail.com | (+1) 647 861 4998 | [linkedin.com/in/isabelaelena](https://www.linkedin.com/in/isabelaelena) | Toronto, Canada

Mission oriented product Manager with 3+ years of experience blending expertise in data, technical fluency, business strategy, and human-centered design to deliver impactful experiences that users love. Passionate about tackling technical and complex problems to drive value and innovation.

TOOLS, SKILLS, CERTIFICATIONS

Certified Associate in Project Management (PMI, 2022)	Wireframing (Figma, Miro, Lucid)
UX Design Certification (Purwadhika, 2019)	Basic HTML & CSS
Adobe Suite (Illustrator, Photoshop, InDesign)	3D Prototyping (AutoCAD, SketchUp)
Data Analytics (Excel, SQL, Metabase, Mode)	Product Analytics (Mixpanel, Pendo)

EXPERIENCE

Product Manager, Bonfire, Euna Solutions Remote, North America, Nov 2022 – Present
GovTech B2B SaaS focusing on procurement lifecycle management platform for public sector

- Defined product vision of Euna’s highest tier, CM Enterprise; currently developing advanced contract authoring and expense management capabilities targeting mid and upper market clients.
- Drove product led growth strategy, collaborating with engineering, UX, marketing, and sales to introduce a self-serve, in-platform upgrade pathways and cross sell placements to reduce friction on the discovery of high value features & sister company offerings.
- Launched API based platform integrations with AdobeSign & DocuSign, increasing attach/upsell rate for our Contract Management product and contributing ~\$72k ARR within 9 months.
- Built automated reporting tools for vendor submissions, saving customer success 350+ hours per annum in manual data processing and eliminating any potential human error, increasing internal data reliability.

Associate Product Manager, Happy5 Jakarta, Feb 2021 – Nov 2021
HR Tech B2B SaaS; performance reviews & culture management platform

- Owned discovery through launch for an analytics dashboard measuring employee performance throughout an organization’s performance review cycle; enabling expansion into larger SEA markets.
- Manage stakeholder expectations of a major bank in Indonesia to collect product requirements and improvements that will be developed based on prioritization and tackle issues during product onboarding, contributing to ~25% of total GMV.
- Introduced usability testing into product design workflow and audit legacy features, improved end-user product adoption by 30%.

Business Operations & Product Manager Intern, Siklus Refill Jakarta, Jul 2020 – Feb 2021
Pre-seed funded; circular retail model delivering refill consumer good products in reusable packaging

- Created the 0-to-1 product roadmap, designed user journeys, and led weekly agile sprints and retrospectives with engineers and UI/UX designers to ship Siklus’ first customer application.
- Launched social media campaign and built partnerships for Siklus’ app go-to-market strategy, achieved 34% conversion rate; gained 140 new customers outside market segment first 2 months.
- Recruited and trained community KOLs for user interviews, identifying customer pain-points and opportunities while marketing & engaging potential customers about our services

Product & Service Designer, Dekoruma Jakarta, Feb 2019 – Jun 2020
Home & Living tech startup delivering end to end journey from marketplace to design and build

- Increased product adoption rates by influencing design partners to endorse trends & products to end customers by partnering with designers, writers, and marketing to create content in Dekoruma Knowledge Centre.
- Conducted competitive and market research to identify emerging trends and translate these insights into specifications that Industrial Designers will further implement.

EDUCATION

Schulich School of Business, York University Toronto, Canada 2021 – 2022
Master of Management: Entrepreneurship Stream

- Strategic Management, Managerial Decision Analysis, Project Management, Sustainability
- Associate Director of Communications, Schulich Venture Club (SVC)

- Spearheaded a 3 month extracurricular program with Newton International College (NEEP), mentoring six high school students in business foundation and pitching new business ideas

Pelita Harapan University, School of Design

Jakarta, Indonesia 2015 – 2019

Bachelor of Product Design

- Design Thinking, Human-Centered Design, Marketing & Branding, Product Design
- Community Service Head of Department (2018), Student Executive Board External Affairs (2017)
- Final Year Thesis: Role of semantic transformation methods on visual brand recognition of social entrepreneur products.