

Janiza Gesmundo Corrales

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EDUCATION

New York University

Agile Management Certificate

New York, NY

Sep 2021 - Present

University of California, Los Angeles

Data Science Program

Los Angeles, NY

Sep 2021 - Present

Baruch College, City University of New York (CUNY)

Major: BBA in Computer Information Systems

Minor: Information Technology and Social Responsibility

New York, NY

Jan 2015 - May 2018

PROFESSIONAL EXPERIENCE

Bed Bath & Beyond

Digital Product Manager

Union, NJ

Sep 2019 – Mar 2021

- Product Owner for Product Discovery scrum team. Managed the backlog and onboarded software vendors to integrate machine learning solutions for search and browse experiences that contributed to a +25% lift in online conversion rate YoY.
- Launched 50+ features as server-side A/B tests (75% winning rate) on search and recommendation engine algorithm optimization, personalization, data-driven filters and omnichannel initiatives. Documented user stories, use cases, UAT test data and test results.
- Decreased customer complaints on search site performance by ~50%. Performed data analysis on user feedback, success metrics, user engagement and usability findings that impacted the roadmap priorities. Translated customer problems into product plans.

J.Crew

Jr. Analyst, Ecommerce

New York, NY

Aug 2018 – Aug 2019

- Delivered over 70+ backlog items by initializing a separate roadmap from A/B test features and temporary code fixes or hotfixes.
- Developed and set up client-side A/B testing using Vanilla JavaScript, DOM manipulation, HTML, CSS and analytics tracking.
- Managed CMS campaigns and scheduled promotions for J.Crew Factory. Built reusable HTML & JavaScript code for customer targeting. Conducted ad-hoc analysis for SEO projects using Python and web scraping.

ViacomCBS

Software Engineering Intern

New York, NY

Sep 2017 – May 2018

- Built an automated cross-browser regression testing tool for Paramount Network and MTV News using Selenium WebDriver.
- Wrote test scripts for 20+ web pages to ensure a bug-free transition from a design and DOM tree structure during the site relaunch.

Michael Kors

Digital Commerce & Strategy Intern

New York, NY

Jun 2017 – Aug 2017

- Developed a solution to reformat tech copy requirements that affected 2,000+ styles by using MS Excel formulas and functions.
- Assisted in reporting dashboards, metric analysis, competitive analysis research and reported recommendations to executives.

PromGirl.com

Tech Product Intern

New York, NY

Feb 2017 – May 2017

- Launched the "Promoscopes" page and designed the initial framework. Developed 15+ responsive category pages for A/B testing.
- Assisted in HTML, CSS, and JavaScript bug fixing. Conducted UX/UI research on e-commerce design best practices.

Skip Hop (Carter's)

E-Commerce Sales Intern

New York, NY

Aug 2016 – Dec 2016

- Optimized categorization of 2,500+ products, SEO and merchandising strategies that led to a 98.59% increase in Amazon US sales.

CERTIFICATION, LEADERSHIP & AFFILIATIONS

Scrum Alliance, Certified Scrum Product Owner (CSPO)

Issued Sep 2021

CUNY Tech Prep Coding Bootcamp, Web Developer

July 2017 – May 2018

FUSION at Baruch (Student Organization of the Year Awardee), Marketing Chair

May 2017 – May 2018

The Collegiate Association of Women in Business (Baruch WIB), Website Manager

Sep 2016 – May 2017

SKILLS

Product Management | Web Development | UX Design | A/B Testing | Data Analytics | Prioritization | Project Management | Jira | Agile Methodologies | Scrum | User Stories | User Acceptance Testing | Software Development Life Cycle | Github | Release Management | QA | REST API Testing | E-Commerce | Site Merchandising | Digital Strategy | User Research | HTML | CSS | JavaScript | React | Node | SQL | Python | Java | C++ Programming |

Interests: Accomplished a total of 11 internships, fluent in Tagalog, competitive dancing, hiking, tennis