JESSICA XAFRANSKI Product Manager

jessicaxafranski@gmail.com | Spain | www.linkedin.com/in/jessica-xafranski | https://github.com/jessicaxafranski

Profile

Certified Scrum Product Owner (CSPO) with 8+ years of experience in product and program management, and marketplace operations. Proven ability to drive regulatory compliance programs, optimize cross-functional processes, and enhance seller experience. Strong foundation in E-commerce, SaaS, data analytics, and automation. Passionate about building scalable solutions that improve efficiency.

Education

Information systems

2015/01 - 2022/04 | Florianópolis, Brazil

Federal University of Santa Catarina

Skills

SQL, Advanced Excel (Pivot Tables, VLOOKUPs), Metrics, Jira, Google Analytics, Testing Mehodologies, Cross-functional Team Leadership, Technical Communication, Go-To-Market Strategy, AWS (Basic), Confluence, Power BI, Python (Basic), Business Communication, Strategic Programs, End to End Programs, EPR

Professional Experience

Ernst and Young

2023/11 - present | Dublin, Ireland Program Manager

As a Program Manager in the Technology Consulting division at Ernst and Young (EY), I have been instrumental in driving process optimization and supporting transformational technology initiatives. My role involves managing internal projects from discovery to execution, ensuring alignment with business strategy, and delivering measurable results.

Responsibilities:

- Managed cross-functional teams to implement automated reporting solutions for compliance programs.
- Designed data-driven dashboards and reporting cycles to track operational efficiencies.
- Worked closely with business stakeholders, product, and engineering teams to ensure needs were met, protected, and resolved issues efficiently.
- Researched and analyzed data to identify and validate opportunities and business requirements.
- Defined program roadmaps, ensuring strategic alignment with business objectives.

Kev Achievements:

- Improved compliance reporting efficiency by 15% through automation and process standardization.
- Developed a risk assessment framework for internal compliance programs.
- Created data visualization tools that increased stakeholder transparency on compliance tracking.

Americanas s.a

2021/10 - 2023/08 | São Paulo, Brazil

Product Manager

As a Product Manager at Americanas, the second-largest marketplace in Latin America, I played a key role in driving product innovation and enhancing the seller and customer experience on a platform with over 1 billion daily users.

- Managed the full product lifecycle for Seller & Customer Registration, Order Processing, and EPR Compliance.
- Defined product vision, strategy, and roadmaps aligned with business goals.
- Drove process improvements to enhance seller registration and compliance verification.
- Analyzed data to identify gaps in seller compliance and proposed corrective actions.
- Led a cross-functional product squad of 20 members.
- Conducted in-depth analysis of customer pain points to create value-driven solutions.
- Oversaw development and execution of go-to-market strategies, ensuring successful product launches.

Key Achievements:

- Improved order tracking performance and usability, reducing customer service tickets by 30%.
- Increased one-day registration completion rate from 4% to 9% within three months.
- Enhanced full activation process efficiency by 10% within three months.
- Successfully migrated the core product database, improving seller experience.
- Contributed to the growth of the retailer base on the platform.

Bridge Lab

2020/09 - 2021/09 | Florianópolis, Brazil

Product Manager

At Laboratory Bridge, I managed development and implementing national electronic public health records, overseeing the product lifecycle from discovery to launch and ensuring alignment with strategic goals. My role involved leading cross-functional teams, defining product vision, and executing strategies to support business growth and improve healthcare outcomes.

Responsibilities:

- Managed the development and implementation of national electronic public health records.
- Led cross-functional teams, defined product vision, and executed strategies.
- Designed governance frameworks to improve system reliability and regulatory tracking.
- Collaborated with stakeholders to ensure alignment and cohesive integration.
- Conducted detailed analyses of user pain points, executing product strategies to address challenges.

- Developed go-to-market strategies for successful product launches.

Key Achievements:

- Integrated with the National Health Data Network, improving public health response.
- Improved system usability and accessibility, enhancing user satisfaction.
- Streamlined health data management processes, increasing data accuracy by 20% environment and driving successful outcomes.

Achievement:

- Successfully integrated with the National Health Data Network, enabling widespread access to COVID-19 test results and vaccination data, significantly improving public health response.
- Improved system usability and accessibility, enhancing user satisfaction and adoption rates.
- Streamlined processes for health data management, resulting in a 20% increase in data accuracy and reporting efficiency.
- Fostered strong relationships with external partners and key stakeholders, contributing to the successful deployment and scalability
 of the product.

StormTech

2019/08 - 2020/06 | Florianópolis, Brazil

Product Owner

At StormTech, a B2B company specializing in technological solutions for the payroll loan market, I played a pivotal role in transforming financial market operations through innovative system enhancements and agile methodologies.

Responsibilities:

- Created and led a cross-functional product team comprising designers and Product Owners.
- Implemented system documentation and agile Scrum methodologies to drive product development and delivery.
- Defined product requirements and business rules through detailed user cases, ensuring alignment with business goals.
- Analyzed data using Scala and Firebase to derive actionable product insights and inform strategy.
- Collaborated with stakeholders to ensure the product vision, strategy, and roadmap were effectively executed.

Achievement:

- Bootstrapped a design system, significantly improving the product's visual identity, usability, and accessibility.

Bridge Lab

2017/06 - 2019/07 | Florianópolis, Brazil

Product Owner

At Laboratory Bridge, I played a key role in enhancing medical systems to meet evolving demands and ensuring compliance with data protection regulations

Responsibilities:

- Maintained and upgraded existing systems to support business growth and operational efficiency.
- Designed new computer systems and frameworks to address emerging needs.
- Troubleshot technical issues and developed risk mitigation plans.
- Collaborated with IT teams to resolve issues, ensuring solutions were viable and consistent with business objectives.
- Created system guidelines and manuals to standardize operations across the organization.
- Structured and prioritized business requirements, communicating plans with stakeholders for review and approval.
- Conducted client interviews to gather insights and refine system requirements.s

Achievement:

- Adapted systems to support gender identity policy in health units, enhancing inclusivity.
- Implemented digital certificates for health professionals, improving security and compliance.

Languages

Portuguese English
Native Advanced

Awards

Honorable mention ☑ 2022/06/29

A study of metada and data lakes

- The large amount of data generated today through the Internet and byorganizations requires new approaches to manage them. Data lakes are reposi-tories of large data and have been an alternative to manage heterogeneous data and metadata. This work presents a study about architectures and metadatamanagement approaches for data lake management systems

Certificates

Publications

A study of metadata and data lakes

2022

https://doi.org/10.5753/erbd.2022.223535.

SURE: a questionnaire and scale proposal to assess the usability of smartphone applications after usability test $\ \square$

2014

Interaction South America (ISA 14). 6ta. Conferencia Latinoamericana de Diseño de Interacción,