

# NATASHA CHERNAVSKA

## Technical Product Manager

Certified SAFe 4 Agilist, SAFe 4 Product Manager/Product Owner

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**SUMMARY:** Innovative and entrepreneurially-minded Product Manager with proven success record managing development of new and existing large-scale B2B and B2C digital products. I bring a battle-forged mindset and background in development with over two decades of experience in Automotive, E-commerce, Data management, Finance, Real Estate, Insurance, etc. Seeking a dynamic position where I can contribute to innovation that will surpass company's vision.

### SKILLS:

Leadership, Strategy	MVP Definition	Backlog ownership
Full business and technical documentation	Digital transformation	UI/UX management
Metrics, KPIs	Stakeholder and SME communication	UAT/SIT, Triage, Release procedure

### TOOLS/TECHNOLOGIES:

Agile/Scrum	SQL Studio Manager	Proficient in HTML, CSS
Power BI, Confluence, Jira,	Azure, GCS, WordPress,	Familiar with XML, APIs, SQL,
Google Analytics,	Umbraco, WebSphere,	DAX, JavaScript, JSP, PHP, C++.
Visual Studio, Axure	Adobe XD, Sketch	

### EXPERIENCE:

#### Product Manager | T-Mobile, Seattle, WA

January 2023 — Present

- Successfully streamlined and organized documentation for a product with completed development and lack of documented requirements by working with 5 cross-functional teams and prepared the product for end to end testing for self service troubleshooting feature for both Android and iOS native app..
- Aligned with stakeholders in ideation and requirement gathering sessions.
- Built product road maps, user flows, product prototypes to support self customer service troubleshooting processes.
- Identified functional and non functional reworked scope, defined MVP, documented epics, stories, maintained and prioritized backlog
- Worked with UI/UX team to deliver wireframes and prototypes, participated in user studies.
- Analyzed user data and defined product metrics and KPIs.

#### Product Manager | FedNat, Sunrise, FL

January 2020 — December 2022

- Identified pain points in the company quoting and underwriting processes and proposed a brand new simplified, automated and highly optimized quoting and underwriting digital system to minimize company's effort in getting the quote to a bound policy and reduce the chance of errors. My responsibilities included comprehensive planning, creation of development documentation and data dictionaries, system integration, hundreds of wireframes using the best principles of material design, full Jira backlog ownership, leadership of an on-shore Scrum team, and UAT/SIT management.
- Led implementation of highly optimized and simplified multiple user interfaces and processes in existing underwriting and claim processing digital application: leadership to two Scrum teams, creation of documentation and data dictionaries, wireframes, Jira epics and stories, QA support.

- Managed cross-functional team and stakeholder communication, and oversaw project development from inception to release of a brand new external documentation submission tool that replaced old email inbox and helped company save time and colossal effort and eliminate errors in receiving and sorting out claims documentation. My responsibilities included full scope definition, MVP documentation, system integration using APIs, wireframes, full backlog ownership, leadership of an on-shore and off-shore Scrum team, UAT/SIT, change and release management.
- Led documentation creation and Power BI data visualization for a brand new digital insurance reporting system. My responsibilities included comprehensive business requirements documentation of existing and new functionalities, Power BI business requirements, Power BI visualization and DAX programming.
- Led company digital legacy applications and processes implementation and support by working with internal Customer service team. My responsibilities included collecting and documenting business requirements, providing wireframes and documentation, owning a Jira backlog and leading an on-shore and off-shore Scrum team. UI development consulting in React environment.
- Led company's Agile transformation by conducting cross team workshops on Agile practices and being an Agile advocate for four Scrum teams.

### **SAFe Product Owner, UI/UX Manager | Johnson Controls, Boca Raton, FL**

November 2018 — November 2019

- Identified pain points and created an innovative approach to the optimization of Johnson Controls' key B2B customer security system management and reporting tool for clients such as Bank of America, Ross, and other country wide large companies.
- Led comprehensive business requirements gathering and documentation by translating customer and internal stakeholder insights into strategies and initiatives for growth and conducting in-depth competitor and market analysis.
- Gained alignment from internal stakeholders and develop clear and impactful action plans for product development, Initiated, structured and led project roadmap, business requirements and design approval process. Managed and maintained project backlog.
- Led on-shore and off-shore Scrum development team and facilitated in all Agile rituals: backlog grooming, sprint planning, demos, retrospectives. Participated in UAT/SIT, triage. Managed team of designers to deliver hundreds of wireframes and mockups, complete project style guide, comprehensive Help manuals and change management materials. Participated in UI development in JS environment.
- Optimized and provided wireframes and process enhancement documentation for company's digital Work Order Management iOS-based application.
- Participated in cloud based (Azure) product development.
- Participated in the company-wide Agile transformation in SAFe environment.

### **Product Owner, UX Lead | OceanX, El Segundo, CA**

November 2017 — June 2018

- Analyzed pain points of the B2B merchandising software focused on setting up subscriptions in a fulfillment ecosystem. Collaborated with Product managers and stakeholders to re-architect and redesign all user processes and interface of the comprehensive tool that involved integration of multiple systems including payment processing.
- Created complete documentation including existing API analysis, system integration and flow charts, information architecture, use case scenarios, data dictionaries, business logic, technical requirements. Participated in backlog creation grooming, and refinement.
- Defined application interface and created a complex Style Guide and technical requirements for UI development. Created hundreds of wireframes, prototypes, mockups, material design, iconography.
- Participated in company data visualization initiative and worked with Power BI implementation team to create effective data reports.

### **Business Analyst, Lead UX Strategist | Carrington Mortgage Services, Aliso Viejo, CA**

July 2016 — March 2018

- Led the initiative to completely redesign and rebuild the e-commerce solution for company's Charitable Organization that helps build homes for injured veterans. The solution included portal of all company initiatives, annual Golf tournament and Gala websites with sponsorship and tickets payment processing, extensive event

log and flexible content management system. Extensive analysis of comparable businesses, stakeholder discussions of revamped interface and functionality, project plan, complete documentation, interface and identity design, leading internal team of developers, HTML, CSS and some C++ implementation, QA for both desktop and mobile versions of the web application.

- Helped to draw traffic to company's UK branch by completely redesigning its interface and optimizing user processes. I analyzed competitor's market in UK, worked with Product managers and stakeholders to document brand new information architecture and scope of features, proposed new traffic generating content, created modern identity and complete set of mockups for both desktop and mobile sites, helped oversee the development.

- Participated in the optimization of the company B2C real estate and mortgage loans acquisition for desktop and mobile web apps. Worked with Product managers to design efficient user processes for mortgage prequalification, loan type selection and mortgage application.

- Participated in documentation and UI/UX design creation for other holding projects such as the main holding and investor and broker faced website.

## OTHER ROLES

**Business Analyst, Lead UX Strategist** | Honda, Torrance, CA

**UI/UX Designer/Developer** | Wellpoint, Woodland Hills, CA

**Designer, UI Developer** | Beachbody, Santa Monica, CA

**UI/UX Designer** | MacAfee, San Jose, CA