

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 a proven track record in successfully overseeing the development of both new and existing large-scale B2B and B2C digital products. I bring a battle-forged mindset and a background in development, boasting over two decades of experience across diverse industries such as Automotive, E-commerce, Data Management, Finance, Real Estate, and Insurance. I am now seeking a dynamic position where I can contribute my expertise to drive innovation beyond the company's vision.

SKILLS

Leadership, Strategy,
Full Business and Technical
Documentation,
Metrics, KPIs

MVP Definition,
Backlog Ownership,
Stakeholder and SME
Communication,

Digital Transformation,
UI/UX Management.
UAT/SIT, Triage,
Release Procedures

TOOLS/TECHNOLOGIES

Agile/Scrum/Wagile,
Power BI, Confluence, Jira,
Google Analytics,
Object-Oriented
Development,

Visual Studio, Axure,
SQL Studio Manager,
Azure, GCS,
WordPress, Umbraco,
WebSphere,

Adobe XD, Sketch,
Proficient in HTML, CSS
Familiar with XML, APIs,
SQL, DAX, JavaScript, JSP,
PHP, C++

EXPERIENCE

Product Manager | BackLogical, Cape Coral, WA

November 2023 – Present

Product Management

- Driving product ideation, definition, and market validation to set the strategic direction.
- Developing and communicating comprehensive product strategies and roadmaps.
- Defining and validating Minimum Viable Products (MVPs) and managing Proof of Concept creation.
- Leading agile rituals, ensuring efficient backlog prioritization and management.
- Managing stakeholder relationships through effective communication and requirements workshops.
- Overseeing UI/UX management, ensuring seamless user experiences align with product goals.

- Emphasizing robust documentation practices throughout the product development lifecycle.
- Managing QA, triage, UAT, and SIT processes to ensure product quality.
- Leading release management processes for successful product launches.
- Mitigating risks through proactive risk management strategies.

Strategic Leadership

- Demonstrating servant leadership to empower and guide cross-functional teams.
- Overseeing team management, ensuring collaboration and effective communication.

Coaching

- Providing agile coaching to foster a culture of continuous improvement.
- Offering product coaching to guide teams in achieving product excellence

Product Manager | T-Mobile, Seattle, WA

January 2023 – November 2023

Product Management and Documentation:

- Spearheaded the organization and streamlining of documentation for a fully developed product, ensuring a seamless transition into end-to-end testing.
- Worked collaboratively with 5 cross-functional teams, transforming ambiguity into a well-documented roadmap for the entire product lifecycle.

Stakeholder Collaboration and Product Innovation:

- Aligned seamlessly with stakeholders in ideation and requirement gathering sessions, leveraging a keen understanding of their needs and aspirations.
- Crafted product roadmaps, user flows, and prototypes that served as pillars supporting self-customer service troubleshooting processes, enhancing the user experience.

Data-Driven Decision Making:

- Analyzed and classified 6 months worth of customer surveys, extracting valuable insights from a sea of complaints and identifying key customer pain points.
- Built a comprehensive reporting system based on this analysis, providing actionable intelligence for strategic decision-making.
- Analyzed user data, defining product metrics and Key Performance Indicators (KPIs) that guided strategic decision-making.

Scope Refinement and Backlog Management:

- Identified both functional and non-functional aspects requiring refinement, delineating the Minimum Viable Product (MVP) and documenting epics and stories.
- Maintained and prioritized the backlog, ensuring a laser focus on delivering value.

Collaboration with UI/UX Team:

- Collaborated with the UI/UX team, translating concepts into tangible wireframes and prototypes that resonated with user needs.
- Actively participated in user studies, incorporating feedback into the iterative design process.

Product Manager | FedNat, Sunrise, FL

January 2020 – December 2022

Projects:

- B2B Homeowners' Insurance Agent Quoting Tool
- Insurance Underwriting tool
- Claims adjusters solutions
- Insurance documentation submission tool
- Data management system with comprehensive architecture and external integrations

Product Management and Leadership:

- Spearheaded end-to-end product development life cycles, demonstrating proficiency in managing diverse products in Object Oriented environment.
- Successfully led business requirements gathering, analysis, and documentation sessions, ensuring alignment with stakeholder objectives.
- Produced robust documentation and user stories, encompassing flow charts, use cases, data dictionaries, business logic, technical requirements, and system messages.

Agile and QA:

- Orchestrated Agile rituals with finesse, including backlog grooming, sprint planning, demos, and retrospectives.
- Utilized Jira and Confluence to create and manage project backlogs, ensuring streamlined development processes.
- Actively participated in triage, User Acceptance Testing (UAT), System Integration Testing (SIT), and change management initiatives.

User-Centric Design and Prototyping:

- Crafted information architecture, user journeys and defined application interfaces, enhancing the overall user experience.
- Developed Style guides and technical requirements, fostering consistency and innovation in UI development.
- Managed the production of low and high-fidelity wireframes, prototypes, mockups, material design, and iconography.
- Managed the production of complex application user flows, storyboards, and user journeys, aligning with precise business requirements.

Data Management and Reporting:

- Successfully managed the production of a robust data management system, accompanied by comprehensive documentation of system architecture and integrations.
- Oversaw the creation of comprehensive company reporting.

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

November 2018 – November 2019

Projects:

- B2B Customer Security and Service Reports Customer Portal
- Work Order Management app (iOS)
- Service Request Processing Tool

Product Optimization and Innovation and Management:

- Identified pain points and crafted managed solution implementation in Johnson Controls' critical B2B customer security system management and reporting tool, serving major clients including Bank of America and Ross.
- Formulated an innovative approach to optimization, leading to significant improvements in functionality and user experience.
- Initiated, structured, and led the project roadmap, business requirements, and design approval process.
- Managed comprehensive business requirements gathering and documentation, translating customer and stakeholder insights into strategic growth initiatives.
- Conducted in-depth competitor and market analysis to ensure a competitive edge in the market.
- Secured alignment from internal stakeholders and devised clear, impactful action plans for product development.
- Managed and maintained the project backlog to ensure streamlined development processes.

Leadership:

- Led on-shore and off-shore product development, steering all Agile rituals including backlog grooming, sprint planning, demos, and retrospectives.
- Played a key role in User Acceptance Testing (UAT), System Integration Testing (SIT), and triage activities.
- Managed a design effort, overseeing the delivery of wireframes, mockups, a comprehensive project style guide, Help manuals, and change management materials.
- Actively participated in UI development within a JavaScript (JS) environment.
- Contributed to cloud-based (Azure) product development.
- Actively participated in the company-wide Agile transformation within the SAFe environment.

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

November 2017 – June 2018

B2B Merchandising Software focused on setting up subscriptions in a fulfillment ecosystem enhancement:

- Conducted an in-depth analysis of pain points within a B2B merchandising software, focusing on subscription setup within a fulfillment ecosystem.
- Collaborated with Product Managers and stakeholders to re-architect and redesign all user processes and interfaces, leading to a comprehensive tool that integrated multiple systems, including payment processing.

Comprehensive Documentation and Backlog Management:

- Generated complete documentation encompassing existing API analysis, system integration and flow charts, information architecture, use case scenarios, data dictionaries, business logic, and technical requirements.
- Actively participated in backlog creation, grooming, and refinement, ensuring alignment with strategic goals.

UI/UX Development and Style Guide Creation:

- Defined the application information architecture, interface and crafted a sophisticated Style Guide and technical requirements for UI development.
- Produced hundreds of wireframes, prototypes, mockups, material designs, and iconography, contributing to a visually cohesive and user-friendly system.

Data Visualization Initiative:

- Played a pivotal role in the company's data visualization initiative, collaborating with the Power BI implementation team to create effective data reports.
- Demonstrated expertise in leveraging data visualization tools for enhanced business insights.

OTHER ROLES

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

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

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