

SARA ARIAS

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PROFILE

5+ years of experience working in product management, customer satisfaction, and user experience.

EXPERIENCE

PRODUCT MANAGER, ASTOUND COMMERCE ([CONFIGUREID](#)), COLOMBIA JULY 2019 - CURRENT

- Define goals, product strategy, product roadmap and track product metrics.
- Successfully launched new 3D technology in partnership with some of our customers with great results.
- Prioritize work to make sure we work on the things that will have the biggest impact on our goals.
- On track to reduce our infrastructure costs by 40% by October 2020.

PRODUCT MANAGER, [MOVIDA](#), US (REMOTE) MAR 2018 - APRIL 2019

- Led the user experience strategy, and user research to create a viable and usable product.
- Prioritized initiatives, created, and maintained our product roadmap.

CUSTOMER SATISFACTION MANAGER, [THEDJHOOKUP](#), US (REMOTE) JAN 2016 - APRIL 2018

- Improved standard processes such as returns, ticketing system, and warranties.
- Reduced customer waiting times (24h+ to 6h) and resolution times, which contributed to TDJH being the highest rated dealer of DJ equipment in the US by 2017.
- Hired and trained new employees.

JUNIOR PRODUCT MANAGER, CONEXOS, COLOMBIA JAN 2015 - JAN 2016

- Led cross-functional teams including designers and developers on complex customer projects.
- Created high fidelity UX wireframes.
- Gathered customer feedback and collaborated with designers and developers to improve the final product.

NOTABLE PROJECTS

MOBILE [CRYPTOCURRENCY WALLET](#) JAN 2018 - NOV 2018

- Cross platform engine designed for iOS and Android.
- Led project for world renowned crypto coin.

ONLINE BANKING TOOLS MAR 2015 - JAN 2016

- Financial tools to promote online banking in South America.
- +10,000 unique views.

SKILLS

Team leading, problem solving, OKRs, UX design, HTML, CSS, Sketch, Invision, JIRA, Asana, Microsoft Suite, Google Drive, Magento, Prototyping, Scrum, Agile.

LANGUAGES

Spanish (fluent), English (fluent), French (proficient)

EDUCATION

UNIVERSIDAD DE MEDELLÍN – BUSINESS ADMINISTRATION, 2012-2016