



NICOLE FACCIO

PRODUCT MANAGEMENT

PROFILE

8 years of experience working on Digital Transformations across various industries on very fast paced, complex environments and intricate technologies. Above that, developed a passion for the value of good design, innovation and customer driven experiences and the importance of data driven decisions. I've worn a lot of hats which gives me a good eye for value and a very robust understanding of what it takes to deliver it. Besides the work itself, huge advocate of the synergy between Design and Engineering as the powerhouse for ground-breaking products and what can a unified, happy team with a clear, purposeful vision can achieve.

Problem solver, techie, design lover, data driven and disruptors fanatic - few of the words that summarises my hybrid skill set and multifaceted background. I can attest that it all comes down to an experience. Not only a digital experience, but about the omnichannel and services that brings experiences together.

CONTACT

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EDUCATION

Bachelor of Science in Industrial Engineering

Minor in Business and Administration - Marketing

University of Puerto Rico
2006 - 2012

CliftonStrengths Top 5 Strengths

Empathy
Positivity
Restorative
Developer
Woo

SKILLS

Product Management Skills:

- Design Thinking
- Product Ownership
- Backlog Management
- Roadmap
- KPIs Definition
- OKRs
- HEART Framework
- AARRR Framework
- Strategic Values
- Customer Analysis
- Value Propositions
- End-to-End Product Lifecycle
- Marketing Strategy
- Service Design
- Prioritization
- SAFe Methodology
- Product Discovery
- Innovation
- SEO

PROFESSIONAL EXPERIENCE

Experience Management Manager

Accenture Interactive – London, UK - Jan 2018 - Present

Director of Product– Mobile App Channel

High Street Bank • London, UK • Nov 2019 – Aug 2020

- Lead Product Manager for the Mobile Digital Transformation program to create acquisitions products on the mobile channel. Allow customers to open accounts with the bank – expected to have an increase funnel conversion by 30% and fewer clicks from start to account opening – less than any the other high street bank acquisition journey
- Set-up and management of cross functional squads of Product Owners, UX and UI designers, researchers, front-end engineers, back-end engineers and a complex orchestration on functional pieces such as: New brand, new design system, new AWS Cloud architecture, new Kafka streams infrastructure, new DevOps pipelines, improved Telemetry channel and transformation to Agile ways of working
- Definition of the MVPs , product vision and therefore what success looks like for it and the KPI metrics that will define the success – short term and longer term
- Definition and management of the roadmap, which includes a close-knit relationship between design, engineering and back-end services implementations. Roadmap also consist of a 2 year scalability of the product to allow customer onboarding to all credit and lending products for the bank by mid 2021
- Engagement with business stakeholders, other "Head of" such as technology and design and other Product Managers across the business to define the dependencies and align battling priorities and to ensure alignment vision and strategic values of the programme
- Worked closely with Head of Design and Product Design leads to align strategy to research and user testing to validate the experience, as well as to analyse the insights gathered from previous sessions to adjust features and explore new ones
- Worked closely with Solution Architects and Tech/Dev Leads to ensure tech feasibility as well as to maintain the scalability of the product and minimize the tech debt over time which can put tight timelines at risk
- Stakeholder management of around 7 division across the business to bring them along the journey and coach them on Agile ways of working, as well as to get their buy-in and sign-off of the features

Senior Product Manager

British Gas • Staines, UK • May 2018 – August 2019

- Senior Product Manager for a cross functional team consisting of Service Design, UX/UI, Engineering, Microservices development and Data Analytics streams – Digital Transformation program to make digital the channel of choice among a customer base highly dependent and behaviourally driven to the telephony channel
- In charge of the delivery, sales performance for BAU journeys and roadmap of 2 product development shops: The Boiler Repair Service and Home Improvements

Product Design Skills:

User Experience Strategy (UX)
 User Interface Design (UI)
 Interaction Design
 Wireframing
 Prototyping
 iOS UI Design Principles
 Android UI Design Principles
 Accessibility Guidelines
 Accessibility Testing
 Journey Mapping
 Information Architecture
 Design Systems
 Copywriting

Analytics Skills:

Data Analysis
 A/B Testing

User Research Skills:

Research Strategy
 Qualitative Testing
 Quantitative Testing
 Interviews
 Usability test
 Focus Groups

Delivery Management Skills:

Agile Methodology
 Waterfall Methodology
 Kanban
 Agile Coach
 Scrum Rituals
 Testing (QA) Strategy and Planning
 Defect Management Tools
 Product Development
 iOS Mobile Apps Delivery
 Android Mobile Apps Delivery
 Release Management

Project Management:

SWOT Analysis
 RAID Logs
 Budgeting
 Forecasting
 Resource Management
 Team Management

Technical Skills:

Solution Architecture
 Legacy platforms
 Microservices
 KAFKA Stream processing
 SAP
 APIs
 AWS
 Cloud Computing
 JavaScript
 HTML
 CSS
 CRMs
 CMS

- Delivered 3 acquisitions journeys that generated £2.5 million in 2019 and forecasted to generate £7 million in 2020, and a cost reduction of £3 million
- Transformed the brand identity, searchability, IA and digital experience, visualization with a new visual identity and interactive guides that increased overall customer traffic by 250% within 3 months.
- Worked alongside solution architects to establish the product feasibility within the legacy platforms and the microservices infrastructure. Creates a tech enablers roadmap that facilitates the product roadmap to achieve the strategic goals on enabling the acquisition channel
- Worked alongside the Service Design stream on the discovery phases of each product origination to shape the strategy of each idea, research and test to validate the assumptions and explore innovative features on the long term and drive improvements to the service
- Ran co-creating session with stakeholders using Design Thinking methodologies
- Worked very closely with SEO, Marketing and content strategy teams to shape and drive marketing strategies
- Worked closely with Data Analytics team to run A/B tests and gather insight
- Extensive stakeholder management, being the main point of contact for around 30 stakeholders across the business.
- Lead the product guilds across the sales journey's and enabled collaboration with other Product Owners and Product Managers to define priorities and ensure alignment. Worked alongside the other product teams across the business to align roadmaps and features
- Directed the development of user-driven prototypes and proof of concepts to test potential new features with users in order to explore potential improvements to the existing service and turn user feedback into actionable insights that drive service design, feature innovation and value prioritisation
- Prioritised and maintaining the product backlog across streams of work

Digital Transformation Lead

Vodafone • Newbury, UK • Jan 2018 – May 2018

- Coach on process improvements to accommodate for an agile delivery model and attend end-to-end delivery issues from requirements gathering to release management
- Assessed current project inefficiencies and incorporated Scrum rituals and best practices such as User Story writing workshop, better JIRA and Confluence usage, running of prioritisation sessions and methodologies for prioritising work, creation of a backlog and roadmap, feature sizing methodologies, centralized documentation methods of designs among the few
- Advocated and implemented better synergy mechanisms between design and development teams to mitigated for communication challenges affected the build and result of the end-product. Incorporated cross-functional sessions, such as feature refinements, to bridge the gap between crafts
- Implemented better ways of working for 10 cross-functional squads– Important to improve the coherence of all teams to achieve a feasible, healthy and sustainable delivery of features
- Deliverable consisted of a manual of lessons-learned and recommendations for future improvements for the program

Digital Delivery Lead and User Experience Specialist

Accenture Technology – New York City, USA - Oct 2012 - Dec 2017

Senior Product Manager - Mobile

City of New York Agency • NYC, USA • Jan 2017 – Nov 2017

- Lead the product strategy and roadmap for the Mobile Services workstream. Product consisted of a mobile app to provide the users of the Access HRA portal a condensed view of the status of their benefits, upcoming appointments, balance and other relevant information about their benefits
- Worked with UX team to create prototypes, gather feedback from the field and incorporate suggestions to the user experience
- Lead user research activities in the PC Banks which involved surveys, observation sessions, interviews, focus groups and usability tests to identify key areas of opportunity to help inform MVPs and Roadmap
- Worked closely with designers, product development of the backend services and the business owners to transform requirements into feasible features
- Created and maintained the product backlog and roadmap. Held prioritisations meetings with different stakeholders and communicated finding on research sessions to incorporate findings and evolve the strategy
- Worked closely with Delivery Management to orchestrate release schedules that meet stakeholders' quarterly goals

Soft Skills:

Team Player
Highly Creative
Adaptable
Emotional Intelligent
Collaborative
Problem Solver
Self-Motivated
Leadership

Project Management Tools:

Trello, Jira, Confluence, Asana,
Microsoft Suite, G Suite

Design Tools: Axure RP, Sketch,
Invision, Frontify, Zeplin, Adobe Suite

Analytics Tools: Google Analytics,
Adobe Analytics, Decible , Power BI,
Tableau

Certifications

Scaled Agile
**SAFe Product Owner/Product
Manager**
January 2020

General Assembly
Product Management course
Oct 2017

Extracurricular

Design Thinking Workshop facilitator

Experience driven Product
Management mentor

Patient Advocate -
Lymphatic Education and Research
Network (LE&RN)

Podcast producer and Host –
Normal Adjustments

Product Manager and UX Specialist – BAU Web

City of New York Agency ▪ NYC, USA ▪ April 2015 – Oct 2016

- Lead the product and delivery roadmap for the Access HRA web portal
- In charge of reporting and monitoring the portal's analytics
- Analysed journey's performance, funnel conversion, pain points and customer behaviour to create features that would improve customer experience
- Worked with the business to explore innovative enhancements to enable policy changes and reduced the impact to the case processing time for the agency
- Lead the end-to-end delivery of new products such as a Document Upload app
- Lead the design strategy and worked with UX designer to create wireframes, prototypes, and journey maps
- Worked with Tech Arch, back-end systems and other technology teams to determine feasibility of features and align release schedules
- Ran Beta testing phase and coordination with stakeholders and QA teams
- Managed daily workload of three resources, prioritised their work and ensure escalations where managed appropriately

User Experience Specialist

City of New York Agency ▪ NYC, USA ▪ March 2014 – April 2015

- Responsible for product design and testing activities for the new product development workstream for a Digital Transformation of government benefits on the Access HRA web portal. The product consisted of a portal to allow the residents of the City of New York to apply for government benefits such as Food Stamps. This programme enables approximately 2 million people to access this service digitally
- In charge of translating business requirements into screen designs for the web portal
- Created wireframes, mock-ups and UI specifications for the various journeys to be developed
- Worked closely with engineering teams to validate designs and their feasibility and consider alternate options based on technical constraints and timeframes
- Worked closely with Product Management to ensure alignment of the solution and vision to the UX/UI
- Conducted working sessions with various stakeholders for sign-off before development handover