CARLOS CHACÓN

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Senior Product Manager with 10+ years in the SaaS industry, focusing on agile development and efficient operations. Skilled in leading teams to solve complex problems and deliver impactful, user-centric products.

PROFESSIONAL EXPERIENCE

Manifest Climate, Toronto, ON   2022 – 2023
Senior Product Manager
- **Data-Driven Roadmapping**: Led strategic planning, analyzing 300+ call transcripts via Jira Product Discovery and GPT, shifting to a flexible model that enhanced our digital strategy responsiveness.
- **User Onboarding and Support Optimization**: Streamlined UX and onboarding, slashing customer success tickets by 50% and boosting onboarding completion to 80%. This uplifted our NPS from 75% to 90%, significantly enhancing user satisfaction.
- **Streamlined Agile Processes**: Boosted sprint velocity by 25% and ensured on-time beta delivery by implementing Scrumban and a staggered backlog system, improving transparency and accountability.

Credit Sesame, San Francisco, CA   2020 – 2022
Technical Product Manager
- **User Satisfaction Improvement**: Increased user satisfaction and retention by 30% by leading a comprehensive overhaul of the banking UI and onboarding process, based on insights from detailed user interviews and strategic UX redesigns.
- **Innovative Account Funding Strategy**: Pioneered the adoption of Interact e-transfer, direct deposit, and payroll switching mechanisms, resulting in a 200% surge in banking account funding, markedly boosting customer financial engagement, and benefiting over 500,000 customers.
- **Multifaceted Agile Leadership:** Led user engagement and product development as Scrum Master and Agile Coach, enhancing workflows and UX standards, and mentored team members in Scrum practices to boost productivity. Represented the product team on the Design System Committee, ensuring cohesive UI/UX standards across platforms.

Crowdlinker, Toronto, ON   2018 – 2020
Product Manager
- **Product Launch Mastery:** Increased user adoption and engagement by orchestrating the launch of over 20 key product releases, while managing relationships with more than 10 clients.
- **Team Leadership & Collaboration Enhancement**: Boosted team productivity by 25% and improved user engagement by 65% by enhancing communication and collaboration across five time zones, resulting in the early delivery of a major project for Maple Leaf Sports & Entertainment (MLSE).
- **Optimal Resource Management & Client Satisfaction:** Efficiently administered project resources to ensure delivery within budgetary constraints while achieving a client satisfaction rate exceeding 90%, as indicated by Net Promoter Scores (NPS).

EDUCATION & CERTIFICATIONS

Brainstation, Toronto, ON   Certified Practitioner
Certification, Product Management   **Certificate, Scrum @Scale**
Carleton University, Ottawa, ON
BA, Honours, Political Science
BA, Film Studies, Minor in Political Science

SKILLS & OTHER

Skills: Agile Development, Product Strategy, Roadmap Prioritization, Strategic Planning, Process Optimization & Documentation, User Research, UX, Customer-centric product development, SDLC, GPT and AI Implementation
Technologies: Jira, Figma, Miro, Google Docs, Slack, Mixpanel Analytics, HotJar