

Varinia Arevalo

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Technical Product Manager

Leveraging a robust engineering foundation and over 5 years of Technical Product Manager experience, I excel at bridging the gap between business objectives and technical execution through strategic roadmapping, Agile leadership, and a deep understanding of the full product lifecycle. My background of 8 years in software development and QA, coupled with hands-on skills in UX, research, and data analysis, ensures the successful delivery of impactful software solutions.

WORK EXPERIENCE

Technical Product Manager

Leading the development of product performance metrics and A/B testing strategies for e-commerce upsell variants, increasing average order value by 5% and enhancing the user experience for the electrical product line, resulting in higher online sales.

Globe Electric (Electrical products| E-commerce)

Montreal, QC • 2025 - Present

- Manage the end-to-end product development lifecycle, achieving a 2% increase in user satisfaction within 3 months through iterative feedback and enhancements.
- Facilitated Agile backlog management, ensuring user stories were clearly defined and met acceptance criteria, leading to a 65% decrease in reprocessing and team misdirection.
- Collaborate with cross-functional teams and stakeholders to align business objectives with budget constraints and manage technical debt, ensuring delivery of features on time.

Technical Product Manager- (Software as a Services SaaS)

Drove a product strategy that automated financial workflows for two projects, improving invoice processing time by 65% and boosting user engagement by 5%.

eCapital (Fintech)

Montreal, QC • 2024 - 2024

- Increased pre-approved cash workflow efficiency by 25% through building, designing, and testing the alpha version to refine the final MVP product.
- Coordinated with the 15-member team to set product goals, extending the final MVP by one week but achieving 100% of the business goals in the lead-up.
- Collaborated with 10 developers and 3 designers to prioritize features and improve the user experience, leading to a 10% reduction in customer complaints.
- Led the repetitive learning process (AI-predictable model), structure, and discipline of new features across large cross-functional teams.

Technical Product Owner

Managed product releases to meet quality/timeline targets (95%), contributing to 5% engagement growth for construction management workflows (payroll, scheduling hours, projects, and HR systems).

Trade Specifix - Software as a Services (SaaS)

Vancouver, BC • 2023 - 2024

- Executed product vision into product roadmap (user stories), improving UI on the mobile app and contributing to a 5% increase in product growth and user engagement.
- Validated 3k user test cases to ensure the accuracy of data workflows and payroll payment features, improving user experience by 75%.
- Managed product requirement documentation, including user stories and release plans, using Jira, Confluence, and Figma.

Product Owner| Software Development Engineer in Test

Led cross-functional teams to integrate Instacart (API) into the checkout page and deliver products within 2 -4 hours to maintain sales by 20% during COVID time.

Staples Enterprise Solution (E-commerce)

Vancouver, BC | 3 Years • 2019 - 2023

- Facilitated collaboration across product, design, and engineering teams (10+ members), aligning strategic vision with business goals and improving delivery timelines by 15% using Agile/Scrum.
- Implemented 3 amigos Agile software development, reducing project delivery times by 10% and enhancing team productivity.
- Partnered with the Instacart engineering teams to establish strategic API integration and develop a data-driven solution to reduce time responsiveness on our checkout page by 98%.

- Defined and executed the product roadmap for web homepages, product listing pages, and navigation, based on business objectives, customer feedback, and market research.

PROJECTS

Science to People (AI-Language Model for Science Communication) 2024 - 2024

Product Owner (5 months)

- Implemented a peer-reviewed content validation layer, resulting in a 10% reduction in misinformation and disinformation by filtering out untrustworthy sources and prioritizing credible, science-backed information.
- Spearheaded the refinement of MVP2 for an AI-powered content creation tool in the health and wellness space, focusing on UI/UX enhancements to improve usability and increase user engagement by 35%.
- Facilitated biweekly sprint demos, stakeholder workshops, and feedback sessions to ensure cross-functional alignment and accelerate product iteration speed by 75%.

Seans Legacy (Online Mentorship Platform) 2023 - 2023

Product Owner (5 Months)

- Analyzed over 10,000 mentee and mentor reviews to inform product improvements, resulting in a 65% increase in user satisfaction ratings by 65%.
- Designed end-to-end user journeys for mentors and mentees to enhance engagement through iterative development in a Scrum–Agile environment.
- Created a strategic roadmap for Calendly API integration to streamline scheduling and improve booking efficiency between mentors and mentees.

EDUCATION

APM - Montreal (Product Managers -Training program)

Product Manager Montreal, QC • 2025 - 2025
Gaining practical experience in strategy, user research, and go-to-market planning through collaborative case studies with peers and mentors.

Fairleigh Dickinson University

Masters in Administrative Science in Global Technology Administration Vancouver, BC • 2017 - 2019

Inca Garcilaso De La Vega University

BS Computer Systems Engineering Lima, Peru • 2005 - 2010

SKILLS

Methodologies and Frameworks: Deep expertise in Agile methodologies, JTBD, MVP, RAD, RICE, SAFe, Scrum
Product Lifecycle Management: Product Launch, Strong backlog grooming, prioritization, and roadmap planning, User Stories
Problem Solving and Critical Thinking: Fast learner and adaptable in fast-changing environments, Natural problem-solver
Stakeholder Management and Communication: Effective communicator with both technical and non-technical stakeholders
Design and UX: Journey Mapping, Prototyping & User Testing, UI/UX Principles, Wireframing (Figma)
Technical Expertise: Azure(CI/CD), bolt.new, C#, cursor ai, Data Visualization, DevOps familiarity, Git, N8N, REST APIs, SQL
Tools: AI-Agents, Confluence, Figma, Hostinger, Jira, Miro
Languages: English - Advanced, French- Intermediate, Spanish - Native language

CERTIFICATIONS

Professional Scrum Product Owner™ Certification 2025

Scrum ORG - In progress

AI for Product Management | Product-led Certification 2024

Pendo

Technical Product Management Certification 2023

LinkedIn Learning

Product Owner Certification 2023

Udemy