

Mattia Filippo De Luca

Product Manager | Product Owner



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Well-versed in building positive relationships with customers and other stakeholders. Strong requirements gathering, scope development and inventory coordination abilities. Skilled at overseeing complex, high-value technical projects with excellent planning competencies. Adept at deconstructing and planning stories in order to promote improvements to product design and implementation.



Skills

Stakeholder relationship management

Go-to-Market Strategy

Design process

Troubleshooting

Research and trend analysis

Strategic planning

Process & System Optimisation

Roadmap Management

Negotiation

Budgeting

Product-led growth

Scrum methodology

Agile frameworks

Technical expertise

Team Building & Leadership



Work History

2021-01 -

Product Owner

2023-05

ActiveProspect, Austin

- Owned and prioritized product backlog with more than 2000 items, leading to 15% increase in development efficiency.
- Oversaw entire product deployments from vision and creation to rollout and delivery, managing projects that ranged from 3 to 8 months in duration.
- Coordinated with software developers to create custom applications and trackers to achieve client goals.
- Brainstormed with peers and other members of design team, resulting in over 12 innovative enhancements and product features over 2-year period.
- Worked on feature development and code implementation on front-end web applications, back-end API services, API portal, and API gateway capabilities, increasing application performance by 25%.
- Interacted with internal stakeholders as voice of customer.
- Attended Agile ceremonies, demos and production proving activities.
- Broke project into epics and implementable user stories.
- Focused on building critical features up front in order to identify constraints and technical challenges.
- Communicated project updates to stakeholders at all levels.
- Established and enforced project timelines and deadlines, resulting in overall project success rate of 85%.
- Prioritized roadmap in order to achieve product goals and metrics, contributing to 8% increase in key product KPIs.
- Reviewed sales, customer concerns, and new opportunities to drive business strategy at weekly planning sessions.
- Coordinated project planning and execution with team members and team leads.
- Collaborated with sales, marketing, and support teams to launch products on time and within budget.
- Analyzed metrics to measure product performance.

2016-10 -
2020-12

Design and Development

FLOWING, Ancona

- Tested completed projects for functionality, implementing changes to production methods that rectified issues in 90% of final products.
- Drove continuous improvement culture in engineering, providing clear product design standards that improved manufacturability by 20% and reduced engineering cycle time by 15%.
- Led continuous improvements in engineering, resulting in clearer product design standards, better manufacturability and reduced engineering cycle time.
- Identified new ideas, products and/or features that improved customer satisfaction, reduced costs and kept product line in forefront of industry.
- Collaborated with cross-functional teams to conceptualize and refine product concepts.
- Launched customer-driven design review process to enhance customer experiences and efficiency.
- Communicated with product managers to translate project requirements and business objectives into polished user interfaces, increasing UI satisfaction scores by 20%.
- Collaborated with teammates to deliver valuable features meeting business and customer needs.

- Used wireframes, mock-ups, and prototypes to establish user interface design and architecture, decreasing time-to-market by 25%.
- Designed UIs within frontend web frameworks, exploiting associated templates and tools to shorten development times.
- Used Agile planning principles to deliver tailored solutions that met customer requirements.
- Proactively identified and found ways to resolve issues to prevent distractions and keep projects on track.
- Coached teams in Agile practices and provided necessary training to create positive mindset to Agile methodologies.

2012-03 -
2018-12

Web Designer

Selfrules, Modena

- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website.
- Translated customer requirements into technical site concepts for bidding and initial planning purposes.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Delivered services as web developer and webmaster, acting as project manager for platform transition 15% increase in click-through rates.
- Developed graphic and image assets for both content and digital marketing efforts, contributing to 25% increase in click-through rates.
- Kept software up to date and monitored website for security vulnerabilities to boost overall security.
- Troubleshoot technical issues and optimized websites for search engine optimization, performance and accessibility.
- Identified plans and resources required to meet project goals and objectives.
- Planned, designed, and scheduled phases for large projects, reducing project overruns by 10%.
- Achieved project deadlines by coordinating with contractors to manage performance.
- Met project deadlines without sacrificing build quality or workplace safety.
- Managed projects from procurement to commission.



Certifications

- 2023-06 Google Project Management Specialization
- 2020-05 Certified ScrumMaster®
- 2019-04 Certified Scrum Product Owner®



Education

- 2016-01 - **Master in Web & Mobile Development: Web & Mobile Development**
2016-08 Artoo Campus - Ancona

2002-09 -
2008-06

Diploma: Perito Informatico, Informatica

Istituto Superiore Primo Levi - Vignola



Languages

Italian

English



Software

Jira

Confluence

Product Board

Miro

Slack

Woopra

Google Analytics

Salesforce

GSlides