

BERNADETTE QUITORIANO

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PROFESSIONAL PROFILE

Certified Scrum Master and Product Owner with 10+ years of experience across B2C and B2B environments, including international teams. Strong background in web and mobile product development, UX-driven design, and data-informed decision-making, with a growing focus on machine learning and AI. Passionate about building customer-centric products that deliver measurable business impact and consistently exceed KPI targets.

SKILLS

- Product Management & Design
- Stakeholder Management
- Research
- Web Analytics
- Problem Solving
- Product Discovery
- Data Analysis (incl. A/B Test, Large Data Volumes)
- Project Management
- Wireframing, Prototyping
- User Experience
- Communication & Facilitation
- User Stories
- Defining KPI
- Interpersonal Skills
- Conversion Rate Optimization
- OKR
- Voice of Customer
- Machine Learning
- Agile, Scrum

EXPERIENCE

DIGITAL PRODUCT OWNER | A-Gas Deutschland GmbH 2024

As a Product Owner for a Cylinder Management Application serving B2B and B2C clients, I drive product roadmaps, manage the software lifecycle, and prioritize features based on stakeholder feedback and data insights. I focus on identifying and addressing customer pain points through collaboration, ensuring our application meets user expectations and enhances their experience. By leading agile ceremonies and guiding cross-functional teams, I enable successful execution and continuous improvement, delivering high-quality, sustainable solutions that resolve customer challenges.

ACHIEVEMENT HIGHLIGHTS

- Established a streamlined development process by implementing Scrum methodology, enhancing team collaboration and delivery efficiency doubling bi-weekly value-adding deliveries by more than 50%.
- Spearheaded initiatives to identify application vulnerabilities and enhance security, significantly boosting the product's resilience by implementing 2 additional security layers.
- Developed over 5 comprehensive reports using Power BI, providing stakeholders and product teams with in-depth insights into product performance and enhancing informed decision-making.
- Built and strengthened communication channels between customers and stakeholders, effectively identifying product opportunities and resolving key issues.

DIGITAL PRODUCT OWNER | Hellmann Worldwide Logistics 2022 – 2023

As a Product Owner for a cloud-based global quotation tool, I collaborate with diverse, cross-functional teams across various countries to ensure it meets end-user needs for timely and competitive client quotations. I focus on identifying and resolving customer challenges, ensuring the tool not only facilitates efficient quoting but also enhances user satisfaction. By utilizing stakeholder feedback and operational insights through data, I drive continuous improvement, adapting our solution to market demands and addressing the needs of our users.

ACHIEVEMENT HIGHLIGHTS

- Responsible Product Owner for the development of a globally adopted in-house quotation system, eliminating operational costs associated with the licensed version. Successfully rolled out on a global scale.
- Effectively launched and automated 3 reporting systems for each product portfolio, enabling close monitoring of rollout progress and providing valuable insights into system usage and performance.
- Conducted 75% of the Product Discovery Process together with our UX Specialist.

PRODUCT MANAGER | CarParts.com

2017 - 2022

Initially focused on optimizing the e-commerce's checkout conversions and monitoring performance metrics, I successfully stabilized key indicators before taking ownership of the post-purchase experience. I ensured seamless order updates and hassle-free returns, addressing customer pain points to enhance satisfaction. My daily activities involve strategizing on product features that align with business goals and elevate the online shopping experience while leading cross-functional teams to achieve business expectations. I collaborate with diverse teams and stakeholders, playing a pivotal role in designing user experiences that not only meet project objectives but also solve real customer problems, driving continuous improvement across all initiatives.

ACHIEVEMENT HIGHLIGHTS

- Handled projects that boosted checkout conversion by 10% across combined web and mobile platforms, which relatively increased overall conversion by 1.5%, and another 0.5% during the Covid crisis. These numbers helped boost the combined e-commerce channels' conversion by 1%.
- Increased awareness that returns can be done online which resulted to shifted returns initiation from phone to online by 50%.
- Reduced tracking-related calls by 50% immediately after implementing a project that aims to eradicate it.
- Reduced bumper cover returns by 1.6%. The bumper cover part is one of our most returned parts in the business.

CERTIFICATIONS

SCRUM MASTER (CSM), SCRUM PRODUCT OWNER (CSPO) | Scrum Alliance

Certificate ID: 001397795 | Valid until August 2026

AI PRODUCT MANAGEMENT SPECIALIZATION | Duke University

Certificate ID: AW1HS7MSSJX6

CERTIFIED PRODUCT MANAGER | Association of International Product Marketing & Management

Certificate ID: 58712211

E-COMMERCE UX PROFESSIONALS | Baymard Institute

baymard.com/certified/ffd6

B1: DEUTSCH-TEST FÜR ZUWANDERER | die Gesellschaft für Akademische

Studienvorbereitung und Testentwicklung e.V. (g.a.s.t.)

EDUCATION

BS INFORMATION TECHNOLOGY | University of Santo Tomas

TOOLS

- JIRA
- Confluence
- Sketch, Figma
- Google Looker Studio
- Google Analytics
- Google Spreadsheets
- Microsoft Power BI
- Adobe Analytics
- Adobe Creative Suite

LANGUAGES

- English (Fluent)
- Deutsch (B1)
- Filipino (Native)

