

Fernanda Zanchetta

fernandazanchetta.com
nandazanchetta@gmail.com
+1 530 388 0835
LinkedIn: fernanda-zanchetta
Vermont / US

I am a Product Owner with expertise in Experience Design, and a solid background in PR and Marketing. I bring strong technical acumen and a strategic, problem-solving mindset to drive product success and user satisfaction.

SKILLS & ABILITIES

Experience Design (XD)

User-Centered Design
Customer Experience (CX)
Brand Experience (BX)
User Experience (UX)

Development Experience

Interactive and Immersive Applications
Web and Mobile Applications
Content Management Systems (CMS)
Software as a Service (SaaS)
APIs

Other Skills & Experience

Business Strategy
Resource Management
Marketing and PR
Sales and Negotiation

Tools

Adobe Creative Suite/Figma/Miro
Visual Studio Code
Jira/Asana/Monday/Wrike
ServiceNow/Salesforce

LANGUAGES

Portuguese (Native)
Spanish (Native)
English (Professional proficiency)

EXPERIENCE

Turnberry Solutions, UX Product Lead working for Johnson & Johnson, Information Security Risk Management (ISRM)

Jun 2022 – Present | US

- Collaborated to formulate the strategy for implementing a self-service model for ISRM products within the ServiceNow Service Portfolio platform.
- Performed extensive UX research and technical analysis to map existing products and their IT systems and users, to support the service portfolio adoption plan.
- Guided over 50 product owners through a discovery process to define requirements for upgrading product intake and fulfillment processes into ServiceNow.
- Oversaw end-to-end product design, development, and implementation processes using Agile methods, including sprint planning, and backlog prioritization.
- Performed data analysis and developed visual materials to assess value realization throughout each stage of the product lifecycle.
- Created prototypes and other UX artifacts and led iterative sessions to ensure a user-centered design with clear technical requirements.
- Built product user stories, acceptance criteria, and success metrics.
- Developed support documentation and best practices for the knowledge base, guiding product owners and establishing metrics to monitor knowledge article performance and improve user experience.
- Produced comprehensive documentation to educate and support product owners and team members, including user guides, playbooks, SOPs, and other communication materials.

Nido Interactive, Co-founder, Product Owner and XD Lead

Jan 2016 – Jun 2022 | Ecuador, Brazil, and US

- Led client engagements to gather business and product requirements, created detailed quotes and SOWs, and defined comprehensive product development strategies and implementation plans.
- Directed the product ideation process by conducting UX research, technology assessments, and competitive analysis to inform strategic decision-making.
- Defined the product vision, roadmap and key success metrics.
- Managed project resources, staffing, budget, and timeline.
- Created user stories and acceptance criteria documentation.
- Managed product development using Agile methodologies, encompassing roadmapping, sprint planning, and backlog prioritization.
- Oversaw the end-to-end product design, development, and implementation process.
- Successfully delivered over 40 interactive experiences and immersive applications for museums and exhibits, as well as more than 80 applications and websites for corporations, governmental and non-profit organizations.

EDUCATION

Pontifical Catholic University of Rio Grande do Sul

2008 – 2014 | Brazil, Porto Alegre
Bachelor of Science in Public Relations

UC Berkeley Extension

2010 – 2012 | US
Marketing Certificate

CCM GROUP, Project Manager and Communication Manager

Sep 2012 – May 2015 | Brazil

- Collaborated closely with board members of various medical specialty societies to produce over 30 medium- to large-scale medical education conferences throughout Brazil and Latin America.
- Systematized project specifications and requirements from initiation to closure, transforming them into an actionable plan that included critical path analysis and resource allocation.
- Defined the project budget, sales goals, communication and marketing plan, and key project success metrics.
- Oversaw the end-to-end implementation of strategic and operational planning, optimizing team collaboration.
- Conducted post-project analyses to evaluate customer satisfaction (CSAT), team performance, and financial results, identifying opportunities for improvement in subsequent project editions.