

NURIA FERNANDEZ

DIGITAL PRODUCT MANAGER | CRO & GROWTH SPECIALIST

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🌐 <https://nuriafdez.com/>

SUMMARY

Result-driven Product Manager specializing in UX, Growth, and Digital Strategy.

Proven track record in optimizing eCommerce ecosystems, reducing funnel drop-offs, and driving revenue growth through data analytics, user research, and cross-functional leadership.

Experienced in leading digital strategies end-to-end; notably driving a **+12.01% YoY** revenue growth by executing data-driven **CRO frameworks**, integrating **AI-driven platform optimization** (GEO), and eliminating key checkout frictions to maximize conversion.

EXPERIENCE

Naranjas de la China

Digital Product Manager
2024 - Present

Robinsun

Product Designer (UX/UI & CRO)
2024

Tuautopo

UX Designer, Visual Design Coordinator
2021 - 2022

Rednetvation

Co-Founder & Product Lead
2020 - 2021

SKILLS

- Product Strategy
- User Research
- Usability Testing
- Conversion Rate Optimization (CRO)
- A/B Testing & Experimentation
- Information Architecture
- User Journey Mapping
- Funnel Analytics
- Agile & Scrum Methodologies
- Product Analytics & Data Reporting

EDUCATION

California Institute of The Arts

Specialized Program:
User Interface Design / User Experience Design
2023

Corona de Aragón

Quality Control
2018 - 2020

TOOLS

- Figma
- Miro
- Maze
- Optimal Workshop
- Zeroheight
- Looker Studio
- Google Analytics (GA4)
- Microsoft Clarity / Hotjar
- VWO (A/B Testing)
- WooCommerce / Shopify
- Jira & Confluence
- Adobe Analytics (Concepts)