

# Lara Ismael

Product Management - Design - Software Development

As a Latina professional with a diverse background in product management, design, and software engineering, I bring a unique blend of creativity and strategic thinking to the team. My commitment to inclusivity and user-centered design drives my passion for developing impactful education technology solutions. With a strong focus on collaboration, I effectively communicate across diverse audiences, adapting to various perspectives to enhance problem-solving and decision-making. By merging innovative ideas with practical execution, I ensure that the products I manage are not only cutting-edge but also effective and responsive to user needs.

## CONTACT

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## EDUCATION

Six Sigma  
Kennesaw State University 2022

Product Management Certificate  
Google - Coursera 2022

Advance Software Engineer  
Hack Reactor 2018

Jewelry Design  
California College Of Arts 2012

BA Fashion Design  
UNIJP 2010

## SKILLS & ABILITIES

Business Strategy  
Problem Solving  
Teamwork  
Agile - Scrum  
Waterfall  
Lean - Six Sigma  
Data Analysis  
Effective Communication  
Organizational Mindset  
Active listener  
Prioritization  
Creative Thinking  
Research & Analysis  
UX Strategy  
UX/UI Design  
Usability Testing  
Figma  
Visual Studio Code  
Cloudflare  
HTML - CSS - JavaScript  
TypeScript  
React - Angular  
MongoDB -NodeJS  
Kotlin - Java  
Git  
API's

**Google - Software Engineer** | January 2020 - December 2023  
<https://wallet.google>

- Developed user-friendly interfaces for Google Wallet, achieving a 30% increase in customer engagement and a 25% reduction in user complaints, enhancing overall customer satisfaction.
- Championed accessibility improvements, aligning with W3C guidelines to create inclusive user experiences.
- Leveraged user research and A/B testing to inform feature enhancements, driving product performance and user loyalty.

**Looker - Software Engineer** | May 2019 - December 2019  
<https://looker-open-source.github.io/components/latest/?path=/docs/home--docs>

- Developed reusable TypeScript and React components for a community of over 500 developers, streamlining the development process and enhancing user experience.
- Integrated accessibility guidelines into the development workflow, ensuring compliance and improving product reach.

**Ampush - fullstack Software Engineer** | February 2019 - May 2019 - internship

- I contributed to the development of innovative solutions that drove customer growth for digitally-native brands. I helped create scalable applications that connected consumers with brands effectively.
- Developed dynamic user interfaces using ReactJS, enhancing user engagement and improving overall customer experience.
- Implemented backend services with Node.js and ExpressJS, ensuring seamless integration and optimal performance of applications.
- Managed and optimized data storage and retrieval using MongoDB, facilitating efficient access to real-time data for analytics and reporting.

**Nido Interactive - UX Design and Project Management** | January 2017 - January 2019

- **Led Product Development:** Oversaw the full product management lifecycle, from ideation to launch, ensuring alignment with client goals and user needs in educational contexts.
- **Market and User Research:** Conducted competitive analysis and user research to inform product strategy and prioritize development, focusing on enhancing student social, emotional, and academic health.
- **Product Requirements Development:** Created detailed product specifications and user stories, effectively communicating the "why," "what," and "how" to cross-functional teams including design and engineering.
- **Agile Project Management:** Acted as Scrum Master for multiple teams, facilitating sprint planning, retrospectives, and daily stand-ups to maintain project momentum and adaptability.
- **User-Centric Design:** Implemented UX research methodologies, ensuring the delivery of intuitive, engaging products through iterative prototyping and usability testing.
- **Performance Analysis:** Evaluated product outcomes using analytics, translating data insights into actionable improvements that aligned with educational best practices and user engagement.

**Lara Ismael Jewelry - Design | Production | Management | Sales**  
<laraismael.com>

- Designed and launched a sustainable jewelry line, emphasizing quality craftsmanship and eco-friendly practices.
- Developed and executed a marketing strategy that significantly increased brand visibility and customer loyalty, leading to the successful launch of five retail locations.