

# Alfia Atnagulova

## Product Owner

503-830-8234 | [alfia.atnagulova@gmail.com](mailto:alfia.atnagulova@gmail.com) | <https://www.linkedin.com/in/alfiaatnagulova/>

Product Owner with over 15 years of experience driving mobile and SaaS product development in healthcare and other industries across corporate and startup environments. Proven track record of scaling user adoption, optimizing workflows, improving quality, and enhancing user experiences through data-driven strategies. Early adopter of generative AI features in Atlassian and Microsoft tools, leveraging them to advance product management processes. *Author of a book on software requirements*, demonstrating deep expertise in software and product development lifecycles, as well as in defining and managing product requirements.

**Product Management ▪ Product Strategy ▪ Product Lifecycle Management ▪ Mobile & SaaS Applications ▪ Software Requirements Stakeholder Management ▪ Data-Driven Improvement ▪ Success Metrics ▪ Roadmapping ▪ Client Engagement**

### Technical Expertise

**Agile & Scrum Methodologies:** Backlog Management, User Story Creation, Prioritization, Estimation, Sprint Planning, BDD, Gherkin  
**Productivity Tools:** Jira, Confluence, Figma, Mixpanel, Appetize, Copilot, MessageGears, Salesforce Marketing Cloud, Aha!, Trello

### Professional Experience

#### **PRODUCT OWNER | Cambia Health Solutions, BCBS of Oregon – Portland, OR** **January 2019 – Present**

- Led Scrum ceremonies for an 8–12-member mobile app team, wrote user stories and acceptance criteria using Gherkin, managed backlog, collaborating with QA, UI designers, data analysts and UX researchers to define scope and verify completion.
- Optimized the story creation process using Jira AI tools, enabling rapid generation of user stories and acceptance criteria based on epic description. Leveraged AI-driven suggestions to identify potential edge cases and ensure comprehensive coverage of complex scenarios. This approach improves the quality of requirements by reducing gaps and inconsistencies in user stories.
- Achieved a 70% increase in consumer health plan app downloads and matched web user adoption within two years directing the launch of a new app version; increase of app users within two years from 43K to 305K .
- Partnered with UX researchers and data analysts to identify areas to enhance user experience, integrated results into product development based on Pareto analysis.
- Reduced negative Google Play reviews from 5-8 per month to 1-2 per month and boosted app store rating from 2.1 to 2.9 in six months through strategic initiatives leading a cross-functional team to develop a user feedback strategy, implementing an in-app feedback feature, and creating a process to investigate and resolve user issues collaboratively with back-end service teams.
- Enhanced feature delivery by about 20 story points per sprint and reduced introduced bugs by 30% refining story and feature sign-off processes.
- Streamlined bug triage, cutting open bugs from over 200 to approximately 50 low-priority issues.
- Established CMS tool standardization practices, enabling consistent content sharing across app and web platforms.
- Led the successful implementation of a large strategic client project, coordinating efforts across multiple cross-functional teams to meet a critical deadline.

#### **FOUNDER | TellFriends – Miami, FL** **September 2022 – Present**

- Defined product vision, strategy and scope; managed the development of TellFriends, a social network mobile app that enables users to share personalized recommendations with friends and connections.
- Successfully launched on app stores in June 2024, driving early-stage growth and engagement.

#### **PRODUCT OWNER | Insignia Health – Portland, OR** **October 2012 – January 2019**

- Aligned the product portfolio with company strategy, identifying inconsistencies in branding and offerings, which led to a redesigned user interface and cohesive branding for patient-facing products, enhancing user experience and market alignment.
- Defined and documented requirements for product features and enhancements, managing full-cycle implementations within a Scrum-based team.
- Enhanced client satisfaction and understanding by producing comprehensive specifications for internal and client-facing documentation, including user manuals, API service specifications, and data feeds, while collaborating with over 70 clients to develop custom solutions.

#### **SENIOR CONSULTANT | CGI Group Inc. – Edmonton, Canada** **June 2005 – July 2009**

#### **SENIOR BUSINESS ANALYST | FUJITSU Group, ICL – Moscow, Russia** **October 2001 – April 2004**

### Education

**B.S., Computer Science & Applied Mathematics | B.A., Social Psychology, Kazan State University – Russia**

Certifications & Professional Development:

**Certified Scrum Product Owner (CSPO), Scrum Alliance – 2012 | Certified Business Analysis Professional (CBAP), IIBA – 2008**  
**280 Group Product Management – 2023 | Human Centered Design, LUMA Institute – 2020**