YULIANNIS ARMAS

Senior Product Owner | Agile & Digital Transformation

Miami, FL | yuliannisarmas@gmail.com | (954) 594-1847 | [LinkedIn](https://www.linkedin.com/in/yuliannis-armas-7ab1b41b2/):

# PROFESSIONAL SUMMARY

Product Owner with 8+ years of experience leading cross-functional teams to deliver high-impact digital products in Agile environments. Proven expertise in backlog management, stakeholder facilitation, and data-driven decision-making. Certified Scrum Product Owner (CSPO) with a strong track record of improving operational efficiency, optimizing customer experiences, and aligning technical execution with strategic business goals across retail, technology, and service industries. Bilingual (English/Spanish)

# CORE COMPETENCIES & TOOLS

Agile / Scrum · Backlog Management · Epics & User Stories · Acceptance Criteria · Sprint Planning · Stakeholder Management · UAT · API Integrations · Process Mapping · Jira · Confluence · Miro · Figma · Slack · Microsoft team. QA Testing · Continuous Improvement · Cross-Functional team Leadership. Incremental Development. continuous delivery . Moscow prioritization . Agile environment. product planning. managing and prioritizing product backlogs

# PROFESSIONAL EXPERIENCE

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**Product Owner (Volunteer)**
Dinza Technology LLC, Miami, FL
(Jan 2024 – Present)

* Defined project goals and transformed stakeholder requirements into prioritized product backlog items (PBIs) aligned with business value.
* Created wireframes, mockups, and designs; presented to stakeholders for validation.
* Managed epics, user stories, and acceptance criteria (happy/negative paths) to ensure sprint readiness.
* Facilitated communication between stakeholders and development team in Agile/Scrum environment.

**Product Owner – “Banesco Payment Button” Digital Payment Solution**
Banesco, Venezuela – Digital Banking Division
(Jul 2022 – Dec 2023)

* Directed the design, development, and launch of **Banesco’s Payment Button (EPP)**, a secure, contactless online payment plugin for merchant websites.
* Defined **product scope and vision** with business, compliance, IT, and marketing teams.
* Enabled merchants to integrate a **real-time payment plugin** requiring minimal technical effort, fully backed by Banesco’s security and processing systems.
* Oversaw backlog prioritization, sprint planning, and user story creation to align with strategic goals.
* Coordinated plugin integration, ensuring **seamless API connectivity** and compliance.
* Managed merchant onboarding, transaction monitoring, and post-launch support.
* **Successfully launched the Payment Button to multiple merchants**, delivering a scalable and secure digital payment solution.

**Product Owner – Digitel Website & Mobile App Development**
Digitel, Venezuela
(Jan 2022 – Nov 2023)

* Led the implementation of **Digitel’s official website** and the Digitel App, a “Customer Service Center in your pocket” for individual customers.
* Defined the **product vision** to deliver secure, intuitive access via biometric login and tokenization.
* Enabled customers to manage multiple lines, perform top-ups, change plans, block stolen lines, and view usage data within a single account.
* Delivered value incrementally using **Scrum**, collaborating with business units, stakeholders, and the Scrum team.
* Managed product backlog, wrote **user stories**, and ensured alignment with business goals.
* Utilized **Miro, HTML, CSS3, JavaScript, React, Node.js, RESTful APIs**, and Scrum framework.
* **Successfully created and launched the Digitel website**, integrating all tools and technologies for a secure and user-friendly experience.

**Product Owner – Analytics & Retail Optimization Platform**
Telcentro, Venezuela
(Jan 2015 – Dec 2021)

* Directed the development and deployment of a **multi-module analytics and retail optimization platform** for a chain of technology retail stores.
* Defined **product vision and roadmap** in collaboration with sales, marketing, inventory, procurement, and executive stakeholders.
* Oversaw the **implementation and integration of Odoo ERP** to unify sales, marketing, inventory, procurement, and customer engagement.
* Reduced stockouts by **25%** and excess inventory by **30%** in six months via a demand forecasting system.
* Designed and prioritized features for **customer engagement, loyalty programs, and in-store digital experiences**.
* Managed backlog refinement, sprint planning, and delivery reviews to meet KPIs.
* Led cross-functional teams, ensuring **alignment between technical execution and business strategy**.

# EDUCATION

B.S. in Systems Engineering - University of Margarita, Venezuela (2005-2012)

# CERTIFICATIONS

[- CSPO - Certified Scrum Product Owner (2025)](https://www.scrumalliance.org/members/1773080)
- [Think Outside the Inbox: Email Marketing (2024)](https://www.coursera.org/account/accomplishments/verify/J8ZHMHLVHB67)
- [From Likes to Leads: Interact with Customers Online (2024)](https://www.coursera.org/account/accomplishments/verify/JLVVB32JYT3D)
- [Attract and Engage Customers with Digital Marketing (2024)](https://www.coursera.org/account/accomplishments/verify/3EH8ATRDL3XY)
- [Foundations of Digital Marketing and E-commerce (2022)](https://www.coursera.org/account/accomplishments/verify/JXSXUHJ4V6JT)
- [How to build an Entrepreneurial AI Strategy](https://www.coursera.org/account/accomplishments/verify/IN24JJVGJF9B)