

# Jessica Rosiles Product Manager

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## Profile

Design-trained Product Manager with 8 years' experience transforming creative thinking into innovative product solutions, combining visual expertise with data driven decision making.

## Work Experience

### Technical Product Manager Optum / Eden Prairie, MN

January 2024 – August 2025

- Lead multiple on/offshore scrum teams within the Medicare and Retirement digital experience to implement updates and enhancements on core foundational capabilities, ensuring the delivery of a consistent, performant, seamless experience for United Health Care members.
- Manage forecast/budget to guarantee resources, engineer capacity and timelines meet expectations, identifying areas for cost optimization.
- Effectively partnered with business, engineering, design, and marketing teams to identify and confirm technical knowledge and experience is provided to deliver obligations and opportunities. Provided demos to teams impacted as well.
- Prioritized backlog, drive and create feature/user story grooming with acceptance criteria for sprint planning to be able to lead scrum teams through the development process, using best practices within the agile framework. User acceptance testing included.
- Oversee the deployment and integration of healthcare solutions into existing systems and workflows, measuring product success and data analytics while leveraging generative AI technologies.

### Digital Product Manager Walgreens / Deerfield, IL

June 2022 – June 2023

- Successfully launched the MVP for the LatinX customer segment on Walgreens.com, ensuring it encompassed essential foundational capabilities for future digital expansion in Spanish.
- Defined and managed product roadmaps and prioritized backlogs, aligning delivery with strategic business goals and customer needs.
- Partnered with engineering, UX/UI, SEO, accessibility, and analytics teams to define requirements, validate solutions, and drive execution from concept through deployment.
- Led the creation and refinement of features, user stories, and acceptance criteria, ensuring clear documentation and stakeholder alignment throughout the Agile lifecycle.
- Conducted UAT and QA with teams to ensure product readiness and timely releases, resolving dependencies and mitigating launch risks.
- Developed KPIs and worked with analytics teams to measure feature success, track engagement, and iterate based on user feedback.

### Product Development Manager Arteza / Miami, FL

July 2021 – April 2022

- Directed the development of new product launches, ensuring timely completion while evaluating existing product portfolios.
- Identified market gaps and led ideation, concept development, and expansion based on competitive research and data-driven insights.
- Facilitated discussions with stakeholders to define future goals and create a comprehensive product vision and strategy.
- Ensured regulatory and quality compliance by coordinating with relevant departments during the development cycle.
- Conducted performance analysis of existing product lines to inform portfolio strategy and improve overall financial results.

### Product Manager Kalorik / Miami, FL

February 2019 - January 2021

- Oversaw the full product lifecycle for multiple products, including planning, execution, and post-launch optimization.
- Managed and maintained multilingual product content, ensuring accuracy across translations and consistency with brand standards.
- Led product testing, QA processes, and performance validation to ensure quality benchmarks and regulatory compliance were met.
- Acted as liaison between product, legal, and compliance teams to support risk management and product approvals.
- Defined components of product development including interface design, pricing strategies, and performance metrics.
- Delivered internal product training, demos, and documentation to align cross-functional teams ahead of new launches.

### Product Development Associate The Oliver Gal Artist Co. / Hollywood, Florida

October 2016 - December 2018

- Collaborated with international teams to develop and launch innovative products, ensuring alignment with brand vision and market trends.
- Partnered with design and marketing to guide new product development within budget, quality standards, and delivery timelines.
- Managed end-to-end product lifecycle from ideation through testing and final approval, ensuring readiness for live production.
- Analyzed performance data and generated insights to recommend enhancements that improved customer satisfaction and drove growth.
- Supported budget planning and forecasting in coordination with accounting and stakeholders.

## Education and Certificates

**Scrum Master Certified (SMC), Certificate ID: 1098584**

2025

Scrum Study

**Certified Agile Professional (SSGI-CAP), ID Number: 6960019**

2023

Six Sigma Global Institute

**Certification in Managing Multiple Priorities and Projects**

2016

National Seminars Training

**Bachelor of Science Degree in Graphic Design**

2011

Art Institute of Fort Lauderdale, Fort Lauderdale FL

## Skills and Strengths

- Agile Methodology and Scrum Process Management
- Project Management and Execution
- User Interface Design Knowledge / Figma
- Azure Dev Ops / Aha! Product Management / Rally
- Technical Product R&D
- Adobe Analytics and a/b testing
- Budget & Resource Planning
- Leverage generative AI technologies

## Languages

- English /Native
- Spanish / Fluent