RAFAEL J. SCHWARTZ

Email: rjschwartz@outlook.com   Phone: +34697316445   Web   LinkedIn   Madrid, Spain

WORK HISTORY

CRISP
December 2023 - Present

Founder & Head of Product

- Developed **CRISP, a product discovery framework that utilizes AI** to assist businesses in understanding customer needs, validating ideas, and launching successful products.
- Built a suite of tools, including design systems, user persona templates, and MVP development guides, to streamline product discovery and reduce time to market for over seven projects.
- Conceptualized the Quedar.app using the CRISP framework, developing the product vision and translating it into a functional application.
- **Designed and developed the entire Quedar.app platform** using JavaScript, React, and Swift. I used Agile methodologies to ensure efficient development and rapid iteration, facilitating early feedback and continuous product improvement.

Pearson
October 2022 - December 2023

Product Manager

- **Increased user engagement by 22% and improved learning outcomes by 32%** for Mondly Workplace English, a B2B SaaS product, through data-driven insights and feature prioritization.
- Maintained and prioritized the product backlog, ensuring alignment with roadmap objectives and delivering two of the top eight strategic product initiatives on time and within budget.
- **Executed user-centric design improvements** for the Mondly B2B dashboard, collaborating with designers and developers to enhance usability, boosting satisfaction by 15%.
- Conducted detailed product analytics using tools like Hotjar to gather insights, prioritize features, and improve decision-making processes.

Randstad (6-month project)
April 2022 - October 2022

Senior Product Owner

- **Reduced development rework by 20%** by implementing a hybrid Agile framework and improving cross-functional collaboration.
- Led two cross-functional projects, coordinating efforts between four business units to develop an internal automation tool using React and Python, streamlining workflows for a new business segment.

Verisure
May 2018 - April 2022

Product Manager - (July 2019 - April 2022)

- **Launched two IoT hardware and software products**, reducing churn rates by 50% and expanding the company into an adjacent market.
- Developed KPI dashboards with Power BI, improving executive decision-making with standardized insights across regions.
- **Inventor of eight patents** for IoT devices in the home access space and front door protection.
- Collaborated with cross-cultural R&D teams to define and deliver market-relevant product propositions, utilizing user story mapping and backlog prioritization.

Product Analyst - (May 2018 - July 2019)

- **Reduced material costs by 18% and installation time by 50%** for a new product by redesigning a component and creating a relationship with a new supplier.
- Conducted market research using Python (Pandas) and qualitative interviews to understand user needs and shape targeted product strategies.
- Authored installation guides and technical documentation, boosting the salesforce's efficiency by simplifying complex installation processes.
- Designed and executed alpha pilots for a new product. I identified critical enhancements that i**mproved product usage by 57% user satisfaction by 37%.**

ADDITIONAL EXPERIENCE

Wuelto & Hecho en Venezuela Store (E-commerce)   *November 2016 - June 2017*

Chief Commercial Officer

Telares de Palo Grande   *April 2015 - November 2016*

E-commerce Project & Export Manager - *(February 2016- November 2016)*

E-commerce & Brand Specialist - *(April 2015- February 2016)*

Procter & Gamble   *June 2014 - February 2015*

Brand Management Intern

EDUCATION

Lund University - Malmö, Sweden

Master of Science, Entrepreneurship and Innovation *(2018)*

Universidad Metropolitana - Caracas, Venezuela

Diploma, Financial Management *(2017)*

Diploma, Innovation Management, Technological Development, and Applied Research *(2015)*

Universidad Simón Bolívar - Caracas, Venezuela

Bachelor's degree, Mechanical Engineering *(2015)*

LANGUAGES

Spanish - Native

English - Bilingual

SKILLS:

Product Management:	Product Strategy, Market Research, User Research, Go-to-Market Strategy, Cross-functional Leadership, Problem-Solving, Innovation, Product Roadmaps
Technical:	JavaScript, React, Swift, Python, Pandas
Data & Analytics:	Pandas, Data Analysis, Data Visualization
Agile Development:	Agile Methodologies, Product Discovery Frameworks, Scrum, User Stories, Agile-Stage-Gate, User Story Mapping
Software	Jira, Confluence, Miro, Figma, Hotjar, Google Analytics

CERTIFICATES:

Mastering Product Management - Reforge *(2023)*

Data Science - Codecademy *(2021)*