

Bermet Jamankulova

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PRODUCT MANAGER AND USER ADVOCATE

Highly motivated self-starter with 10+ years of PM experience defining product vision and roadmaps. Ability to understand broader strategic direction, get technical, and drill into details on owned areas. Thrive in a fast-paced and goal-oriented environment. Focused on driving for impact and achieving goals through cross-functional collaboration and attention to detail. Outstanding hands-on analytical skills with a focus on customer experience. Resourceful and quick-thinking.

Core competencies

- Strategy and roadmaps
- User requirements
- Design thinking
- SDLC
- Qualitative interviews
- Survey design
- Usability studies

Tech Skills

- GitHub
- Tableau
- Miro
- Affinity mapping
- Lo/Med-Fi prototyping
- Wireframing
- Axure RP
- InVision

PROFESSIONAL EXPERIENCE

2020 - Present **Salesforce, Bellevue WA**
Product Manager, Connectivity, 2023

- Connectivity is a critical layer that enables customers to connect to the data in an efficient, secure, and scalable way. Led the team responsible for supporting and maintaining 100+ connectors.
- Defined product roadmap for the Connectivity team after layoffs and several rounds of reorgs leading combined three teams of 26 devs through ambiguity and changing priorities.
- Ensured delivery of one of the top mission-critical initiatives to enable customers to migrate from on-prem to cloud, unlocking \$200 in AOV.

Product Manager, Developer Experiences & Productivity, 2020- 2022

- Developer productivity is vital to enabling efficient and high-quality software development for the company. Led teams responsible for security and quality signals during the development and release lifecycles.
- Quickly launched a high-priority company-wide security initiative to scan and track third-party libraries for security vulnerabilities. Ensured quick wins and incremental improvements in a dynamic environment opening business opportunities in restricted geographies and regulated industries.
- Drove cross-functional initiative to improve crash processing and analysis tools, defined strategy, relevant KPIs, and roadmap features resulting in a reduction of unactionable crashes by 54%, translating into annual savings of \$9.5m.

2018 - 2020 **Tableau, Seattle WA**
Product Manager, Customer Data Platform

- Customer Data Platform team plays a pivotal role in collecting, managing, and utilizing data to enhance customer experiences and support data-driven decision-making across the organization. Led teams responsible for end-to-end product crash processing and customer logs analysis pipeline for Tableau.
- Created forward-looking product strategy and roadmap, led stakeholder engagement, design, implementation, launch, and feedback collection process. Increased responsibilities to two scrum teams of 11 devs.
- Incorporated feedback in product requirements and feature requests and prioritized features based on business needs and data.
- Reduced average time to triage crash defects by 77% enabling issues to be addressed earlier in the development process resulting in 2 years of engineering hours saved.
- Established and instrumented KPI metrics, surfaced top customer concerns, and translated that into a 3-year roadmap.
- Reduced log processing speed from over a day to under 20 min resulting in a faster resolution of customer cases and annual savings of \$6m.
- Scaled and improved internal log processing tool to process server logs from an early-stage app to a standard first-line tool used by all Tech Support to troubleshoot customer cases processing 25K cases annually.

- 2015 – 2018 **Community Attributes Inc, Seattle WA** (Data visualization consulting firm)
Product Manager, Data Systems
- Led a complex multi-year global pilot project to define a digital strategy for a cloud-based data platform. Synthesized findings into a five-year product roadmap resulting in the largest to-date contract for the company at \$3.2m.
 - Increased clickthrough by 130% for one of the main features by tracking conversion metrics, user flow, and suggesting alternative solutions.
 - Improved user experience by cutting load times 10x for 30% of the users. Used Google Analytics to determine the share of the users affected and suggested solutions within existing technical constraints.

- 2008 – 2015 **Bill & Melinda Gates Foundation, Seattle WA**
Program Manager, Global Libraries
- PROGRAM MANAGEMENT**
- Provided program management support to the Technology Advisory Service team in tech envisioning process and system dynamics modeling.
 - Provided UX review of the online impact reporting and assessment tool. Grew my responsibilities from reviewing the project specs to project oversight and vendor management.

UX DESIGN

- Increased team's capacity by redesigning various reporting tools to track yearly surplus/deficit funds.
- Took the initiative to redesign the event briefing template for better readability. The team adopted the template for all event materials.

- 2003 – 2007 **Bayer Healthcare Pharma, Seattle WA**
Database Developer, Oncology Study Management
- DATABASE DEVELOPMENT**
- Designed and developed relational databases to track FDA-related communications, including scope definition, design specifications, and UX research, resulting in increased productivity and shortened timelines.
 - Interviewed colleagues across departments and used feedback to iterate on subsequent versions.
 - Streamlined payment processing by establishing a workflow and developing a standardized routing and approval form.

OTHER EXPERIENCE

- Fall 2017 **Civic Stickies**
- PRODUCT DESIGN**
- Applied design thinking process to research, ideate and prototype a solution for low youth voter turnout during local elections. Read more about the project here <https://www.bermet.info/design-thinking>.
- Conducted semi-structured interviews, and synthesized insights into personas and design requirements.
 - Distilled design principles, led affinity mapping exercises, and drafted prototype sketches.
 - Built wireframes and low and medium-fidelity prototypes.

- Spring 2018 **Mint.com Usability Study**
- USABILITY RESEARCH**
- Conducted usability study of Mint.com's budgeting feature on the desktop version of the web application. The study uncovered potential areas of improvement in the task flow and information architecture of the site. Read more about the project here <https://www.bermet.info/mint-usability>.
- Ran affinity mapping exercise and synthesized study findings into a report.
 - Led heuristic evaluation, drafted questions and conducted interviews, coded qualitative findings

EDUCATION

University of Washington, Human-Centered Design & Engineering Certificate
IDEO.org +Acumen Fund, Human-Centered Design
Emory University, BBA (Finance)