

Michalina Rubin

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Product Management Professional with experience in Market Analysis and Iterative Product Development.

PROFESSIONAL SKILLS & EXPERTISE

Software as a Service (SaaS)	Business Analysis	Product Roadmap
Product Vision	Product Design	UI/UX Design
Agile Methodologies	Agile Scrum/Kanban	Product Development Life Cycle
Jira	Azure DevOps	User Story Writing
Market Research	Data Strategy	Data Analytics
SQL	Postman	Literature Review

CERTIFICATIONS

<i>Certified Scrum Master</i>	Scrum Alliance	May 2019
<i>Agile Certified Professional</i>	ICAgile	May 2019
<i>Certified Scrum Product Owner</i>	Scrum Alliance	November 2019

EDUCATION

University of Maryland, College Park Graduation: May 2015

- B.S. in Community Health, Minor in Spanish
- GPA: 4.0

Emory University Graduation: May 2017

- Masters of Public Health in Epidemiology
- GPA: 3.94

RELEVANT EXPERIENCE

Product Owner, Experian Health, Nashville, TN (Remote) **Jan 2020-Present**

Key Accomplishments

- Cultivated client relationships to launching SMS Patient Self Schedule outreach solutions to improve patient engagement and drive product ROI
- Led UI/UX design of the Consumer Digital Experience Admin tool to enhancing the CDE product suite
- Created and managed the development of IVR/SMS Patient Self-Schedule solution

Responsibilities

- Owned and managed six different products and backlogs with different scrum teams
- Defined product vision and yearly product roadmap for each product
- Conducted market research to determine need for a product and market competition
- Performed quantitative and qualitative analysis to determine product need and financial incentive
- Gathered business requirements from external and internal business stakeholders
- Planned and scoped user stories and features using the INVEST strategy
- Collaborated with business stakeholders to limit work scope while delivering business value
- Provided guidance and feedback on user stories to scrum team during planning and refinement
- Designed wireframes and mock-ups of different product features
- Made strategic decisions on product priority based on roadmaps, ROI, tech debt, and other factors

Scrum Master, Experian Health, Nashville, TN (Remote)

Jan 2019-Dec 2019

Key Accomplishments

- Trained and onboarded a team of scrum masters and business analysts
- Worked with other scrum masters to determine and document scrum best practices for Experian Health
- Established new best practices for project status communication with key internal stakeholders

Responsibilities

- Served as a facilitator and ran all Agile/Scrum meetings for four teams and projects
- Tracked velocity, variability, sprint interruptions, and sprint completion metrics across all teams
- Oversaw and trained new team members on the agile and scrum process
- Acted as the team's Agile Coach to review and optimize processes
- Shielded the development team from outside influence and keep sprint organized
- Negotiated with Product Owner on work items to be planned for/added/removed from sprints
- Resolved sprint commitments impediments and conflicts between scrum team members
- Worked with tech managers to help scrum members achieve goals and adjust to the scrum process

Business/Data Analyst, Experian Health, Nashville, TN

June 2017-Dec 2018

Key Accomplishments

- Built the company's most predictive model for patient appointment attendance using Python and SQL
- Carried out a financial analysis and claims analysis to assess potential product mechanisms to optimize ROI
- Gathered requirements and led development for the complex scheduling feature

Responsibilities

- Wrote and refined 200+ user stories and bugs across four teams and projects
- Determined key performance metrics for varying clients and products with stakeholder input
- Generated reports to assess the client KPI's and scrum team's performance metrics
- Restructured and merged new data source into the data model and design new visuals in Qlikview
- Managed projects involving data analytics for one of the company's largest clients

Research and Evaluation Branch Intern, Division of Violence Prevention
Centers of Disease Control and Prevention, Atlanta, GA

Oct 2016-May 2017

Key Accomplishments

- Presented research findings to CDC leadership at a branch-wide meeting
- Co-authored paper on the effect of business density on violence in DeKalb County, GA

Responsibilities

- Extracted, organized, and cleaned data related to business types and violent crimes using R
- Completed a literature review on violent crime and the business density
- Conducted geospatial analysis and created mappings in GeoDa and R
- Reviewed, edited and compiled materials from the contributing co-authors

Cancer Surveillance Intern, Office of Cancer Surveillance
Tennessee Department of Health, Nashville, TN

May 2016-Aug 2016

Key Accomplishments

- Produced two cancer cluster analyses based on citizen reports using SAS
- Developed technical and non-technical laymen's reports for cancer cluster investigations

Responsibilities

- Cleaned and extracted data from the Tennessee Cancer Registry and Census Bureau
- Mapped the distribution of cancer cases by cancer type in northwest TN with ARCGIS
- Communicated key findings of the cancer study to internal TDH stakeholders and reporting parties