

KARA NTUMY

Product Manager

A strategic, entrepreneurial PM with product sense skills honed in top-tier financial services and media corporations. Excels at identifying and prioritising opportunities, and confident in leading agile teams to execute and launch products. Passionate about designing engaging user experiences, and building products that achieve customer and business goals.

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PROFESSIONAL EXPERIENCE

BANCO SANTANDER

Global Digital Product Manager

Jun 2019 – Dec 2019

London, UK

Responsible for end-to-end development of APIs offering instalment lending services ("Buy Now, Pay Later") as a payment option at E-Commerce site checkouts.

- Defined APIs required with engineering team and designed UX for developer platform.
- Led product team on defining metrics such as # of new customers acquired and # of loan applications created to track product success.
- Led requirements gathering from internal stakeholders and Amazon, translating these into prioritised features for product roadmap.

BARCLAYS INTERNATIONAL

AVP, Digital Product Manager

Nov 2017 – May 2019

London, UK

Responsible for product strategy and end-to-end development of APIs providing customer transactional data, and enhancement of developer UX on Barclays platform.

- Launched API offering with strategy to integrate with Xero and Sage digital products.
- Led engineering team to develop and test all APIs, ensuring 99% uptime pre-launch.
- Coordinated cross-functional teams to formulate API product strategy and roadmap.

NEWS CORP UK

Digital Product Manager

Apr 2017 – Oct 2017

London, UK

Responsible for The Times Puzzles website, and the article commenting feature of The Times website.

- Managed development teams integrating 3rd party commenting application on The Times website and implementing UX changes, resulting in 2x increase in dwell time.
- Guided design team to optimise onboarding and commenting UX in line with goal to increase # of subscribers from 300k to 500k.
- Led external development agency to introduce and test gaming features on Puzzles website in line with goal to improve engagement by 20%.

Product Owner

May 2015 – Mar 2017

Responsible for performance of The Times & Sunday Times tablet apps (iOS & Android).

- Re-launched 2 iOS & 2 Android apps: The Times & Sunday Times Ireland edition apps, increasing MAU by 17% on iOS, 70% on Android, and The Times ePaper apps.
- Led production operations team around troubleshooting and resolution of issues with all tablet apps, resulting in ~25% yearly increase in performance.
- Implemented New Relic across applications and created analytics dashboards to show PMs data on app crashes, errors, and latency in efforts to enhance app performance.

ENTREPRENEURIAL EXPERIENCE

GYMIGO

Co-founder & Head of Product

Jul 2015 – Dec 2018

London, UK

- Launched iOS app "Gymigo: Fitness Challenges For Friends" to the Apple App Store.
- Hired outsourced engineering team to implement app, and managed app development utilising Agile Kanban.
- Designed UI/UX for fitness iOS game and created dynamic prototype using Invision.

EDUCATION

MSc IT CONSULTING

London Metropolitan University (Jan 2010 – Oct 2011)

BSc INFORMATION SYSTEMS & TECHNOLOGY

US International University (Jan 2007 – Aug 2009)

IB DIPLOMA, COMPUTER SCIENCE

SOS-HG International College (Sep 2004 – Jun 2006)

ACHIEVEMENTS

- Designed and launched over 30 websites for a range of SMEs, using HTML & CSS, various CMS, testing and SEO tools.
- Created online course "How to Make Your App Idea a Reality", built e-Commerce website to host courses, and sold to over 50 students.
- Designed the entire UI/UX for iOS fitness mobile app, tested MVP with 50 users, and was accepted into Y Combinator's Startup School.