

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

CITYDOC MEDICAL
Head of Digital Product
Feb 2020 – Present
London, UK

Responsible for developing features to support COVID-19 medical testing on CityDoc official website, and delivering enhancements to cloud-based medical appointment booking system.

- Streamlined online checkout UX increasing sales of COVID-19 home test kits by ~25%.
- Developed web-based travel information application, increasing daily visitors by 10%.
- Implemented booking system integration with partner pharmacy chain, introducing appointment bookings from 10 pharmacies.

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
May 2015 – Oct 2017
London, UK

Initially responsible for performance of The Times & Sunday Times tablet apps (iOS & Android). Promoted to own The Times Puzzles website, and the social engagement platform for The Times official website.

- Led development teams delivering UX and functionality enhancements to The Times website's social engagement platform, resulting in 2x increase in dwell time.
- Re-launched 2 iOS & 2 Android apps under the The Times brand, increasing MAU by 17% on iOS, 70% on Android.
- Led external development agency to introduce and test gaming features on Puzzles website in line with goal to improve engagement by 20%.

ENTREPRENEURIAL EXPERIENCE

GYMIGO
Co-founder & Head of Product
Jul 2015 – Dec 2018
London, UK

- Designed UI/UX for fitness iOS game "Gymigo: Fitness Challenges For Friends" and created dynamic prototype using Invision.
- Raised £10,000 from personal network, hired outsourced engineering team to implement app, and managed app development utilising Agile Kanban.
- Launched iOS app to the Apple App Store, and pitched app to investors for funding.

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, launched MVP with 100 users, and was accepted into Y Combinator's Startup School.