



# Griselda Pagès

PRODUCT MANAGER | UX • Engagement • Optimization

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User-centric PM/PO with extensive international experience & vast background in digital platforms, UX & data.

Born & raised in Barcelona, my curiosity & love for languages brought me to live in France, Italy and Canada— where I lived for 10 years. Passionate about psychology, data, tech, & design, I have worked with both startups & international organizations driving growth, optimizing funnels, boosting digital user experiences and solving problems for users.

Curious, analytical, people-person and challenge-lover.

## SKILLS

### LANGUAGES

English	●	●	●	●	●
French	●	●	●	●	●
Spanish	●	●	●	●	●
Catalan	●	●	●	●	●
Italian	●	●	●	○	○
Arabic	●	○	○	○	○

### PRODUCT STRATEGY

Product Strategy	Roadmap
KPIs	Dashboards
Analytics	
User Research	Customer Journey
Design Thinking	Digital Marketing
UX	Wireframing
Mockups	

### PRODUCT DEVELOPMENT

Feature Prioritization	User Stories
Product Backlog	Sprint Planning
Agile	Scrum
AB Testing	

### TOOLS

Google Analytics	DataStudio	SQL
Amplitude	Tableau	Jira
Optimize	Firebase	Airtable
InVision	Figma	Aha!

## PROFESSIONAL EXPERIENCE

Sept 2021  
Present

### Product Manager — Patients Experience (Web & App)

**DocPlanner (eHealth, marketplace)**

Barcelona, Spain

Responsible for the app's user acquisition (from browser to app), app user activation in their first 7 days and "patients' reviews" tribe for all markets where DocPlanner is present (LATAM, Poland, Italy, Spain, Germany, etc.)

- **Product discovery:** working closely with researchers & analysts on user interviews, surveys, and data gathering, analyzing painpoints & potential opportunities.
- **Product strategy:** Mapping the user journey, painpoints & opportunities, defining OKRs, prioritizing epics and tasks.
- **Product delivery:** working closely with devs and designers on tasks refinement, A/B tests (Firebase, Optimize)

#### Achievements

- **Increased app downloads** from browser marketplace by 30%.
- **Improved app onboarding** making process shorter, smoother & relevant.
- **Participated in the integration** of acquired German platform Jameda.
- **Increased MAU by +25%** with periodic automatic messages on key dates.

Jan 2021  
July 2021

### Product Manager / Product Owner — Web & Mobile Apps

**ABA English (edtech, freemium model)**

Barcelona, Spain

Responsible for the evolution of the web platform + app (Android+iOS), for all markets (Spain, LATAM, Europe, etc)

- **Product Strategy:** Defining product "north star" metrics; roadmap; OKRs; aligning business & user needs, teams and stakeholders.
- **Data & Insights:** Defining and monitoring KPIs, tracking success of new features, A/B testing experiments, and building insightful dashboards.
- **Development:** requirement gathering, user stories, backlog, collaboration & coordination of all teams involved in the product delivery (design, tech, etc)
- **Communication** & alignment with stakeholders, as well as with all teams involved in the product experience success (support, CRM, Marketing, etc)

#### Achievements

- **Increased % users starting exercises in Day 1 by 50%**, from 40% to 60%.
- Launched newest feature "Ask Your Teacher" in web & mobile app.

## EDUCATION

- 🚩 **Monetization, Course (Jan 2021)**  
Udacity
- 🚩 **Data Product Management, Nanodegree (2020)**  
Udacity
- 🚩 **Software Product Management Certificate (2020)**  
Online University of Alberta
- 🚩 **SQL for Data Science, Course (2020)**  
Online University of California
- 🚩 **MASTER, Brand Comms & Advertising (2011)**   
INSEEC Business School
- 🚩 **BBA, Business Admin. & Marketing (2010)**   
ESADE Business School
- 🚩 **Exchange Program, Marketing (2010)**   
HEC Montreal

## INDUSTRIES

- eCommerce
- Marketplace
- Networking apps
- eLearning
- Sports
- eHealth
- Wearable Tech
- Startups

## SOFT SKILLS

- Analytical
- Creative
- Empathetic
- Curious
- Challenge-seeker
- Proactive
- People-person
- Optimizer

## INTERESTS

- Sports
- Design
- Photography
- Cinema
- Documentaries
- Travel

April 2018  
–  
March 2020

### Product Manager / Product Owner — Digital Platforms

**LCI Education (ecommerce, marketplace)**

 Montreal, Canada

Responsible for the international & regional evolution of 2 responsive B2C platforms for Canada, LATAM, Europe, North Africa & Asia.

- **Product Strategy:** Roadmap, KPIs, customer journey, wireframes, etc.
- **Development (Agile & Scrum):** User stories, backlog, sprint planning, etc.
- **Communications with stakeholders:** requirement gathering, reports, etc.

#### Achievements

- **As first PM at LCI**, developed new processes, frameworks and tools.
- **Created dashboards for marketers & executives** to track & monitor the performance of the platforms and the impact of their marketing initiatives.
- **Increased the leads generated (and its quality) via our websites x2** via new features, user flow optimization & UX improvement.

March '17  
–  
June 2018

### Consultant— Product Strategy & UX

**Freelance**

 Montreal, Canada

Helping organizations create user-centric digital products, from product strategy, to UX design and MVP launch.

Sept 2015  
–  
Dec 2017

### "New Product" Team // Marketing & Communications

**Braindates (Startup,matchmaking, marketplace)**

 Montreal, Canada

- **Member of the "New Product" team:** worked on product strategy & design of the MVP for the new B2C platform: user research, personas, business model, user experience mapping, gamification, etc.
- **Developed the user acquisition & community engagement strategy:** email campaigns, social media, landing pages, UX revamp, etc.

*Some of our clients: Salesforce, AirBnB, TED Talks, Morgan Stanley.*

Sept 2015  
–  
Dec 2016

### Marketing Director

**NeuroTechX (Startup)**

 Montreal, Canada

Aug 2014  
–  
Sept 2015

### Marketing Director

**WearHacks (Startup)**

 Montreal, Canada

Feb 2014  
–  
July 2014

### Consultant — Digital Marketing & Branding

**Heddoko (Startup, wearable tech)**

 Montreal, Canada

Acted as a marketing strategist in the early stages of the startup, advising on brand and marketing strategy and managing all the marketing operations (social media, email marketing, analytics, etc).

- July 2014: awarded **3rd place at the International Startup Festival** and Finalist at the **Wearable Tech Innovation World Cup**.

Sept 2013  
–  
Aug 2014

### Digital Marketing & eCommerce coordinator

**Keurig (ecommerce, consumer goods)**

 Montreal, Canada

2012  
–  
2013

### Project Manager—Branding & Digital Marketing

**Mosaic Design (Agency)**

 Montreal, Canada

2011  
–  
2012

### Marketing Coordinator (Internship)

**Valtech Canada**

 Montreal, Canada