

# Hector Fábian

Product Owner

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## Maximizing the ROI of UX/UI and building software people love.

Accomplished U.S. Veteran, with 12+ YoE leading the design and build of metric driven digital products that simplify the complex and delight our customers. I lead cross functional product Teams towards the successful finish lines with a positive-intent and people-centered approach. Consultant to Start-ups and Top Fortune 500 Companies, I deliver end to end product solutions with our Marketing and Business goals front and center. My diverse background and experiences in Tech allow me to join projects in all phases of the product life-cycle and hit the ground running.

## Top Professional Experiences

### Product Design Manager

Argo Visa | BDV Solutions (Contract)– Greenville, SC

Aug 2022 – Oct 2023

Responsible for the management, design & development of 5 web applications, 3 internal SaaS tools and two consumer facing products with stripe, Customer.io, OnSched, MixPanel, Strappi, and HelpScout integrations offering immigration counseling services to over 46+ countries globally.

- Led cross-functional teams of 15 in the enterprise development and launch of 5 major product releases SaaS focused application, utilizing Agile/Scrum and resulting in 130% increase of development delivery and 20% in revenue increase for our global scheduling system web app.
- Utilized competitive research and user interviews to map Customer journey, resulting in development of high fidelity prototypes and rapid iteration for 3 analytic dashboards and 2 consumer facing applications, increasing revenue by 25%.
- Managed and led our engineering team in scrum, stakeholder demos, JIRA planning sessions, Ticket prioritization, backlog grooming, confluence documentation and feature prioritization decisions rooted in the data and primary user research.
- Streamlined UX process by implementing competitive research, stakeholder mapping, and user interviews, leading to a 25% increase in user satisfaction and a 10% decrease in bounce rate.

### Product Design Director

Enso Digital – New York, NY

Dec 2017 – Present

Led and developed product/UX strategy Domestically and in Latin America for start-ups and Small businesses. I built Product, Marketing, Sales and Development teams. Managed end to end launches for the following Clients: RTI Shelving, Virani, A PLUS Remodelers, Tri Point Flooring, WakuShopping (Colombia) Top Accomplishments include:

- Managed the entire product life cycle, from planning to tactical execution, by creating detailed document requirements, developing product prototypes and launching products with mixpanel analytics and an established KPI plan increasing team and decreasing productivity by 40% and time to market by 30%.
- Led Product Design and Development Teams in UX research and UI designs delivery in developing rapid prototypes using React component base library increasing time to market by 30% and rapidly achieving product market fit.
- Partnered with Stakeholders to Define Product Goals, Value propositions, strategy, requirements and develop a clear customer centric value creation execution plan increasing revenue by 15%, gaining 8-12% market share within the first year.

- Drove and delivered detailed web analytics reporting & strategic recommendations and empowering Marketing, Product and Business through the implementation of Google Analytics and Mixpanel integration resulting in increased performance of our KPIs.

### **Sr. Product Designer Lead**

American Express | InRhythm (Contract) – New York, NY

Oct 2018 – July 2019

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As InRhythm contractor, I drove design strategy and designed a product suite called Customer360 a highly anticipated Credit Risk assessment tool that improved the workflow efficiency of Financial Analysts by over 60%.

- Led our Design Team and Risk Assessment Team to develop a clear and thoughtful customer journey providing visual deliverable for all touch points resulting in clear communication of our goals, product vision and strategy which significantly helped our development teams to deliver an MVP that was embraced well by stakeholders and our users.
- Cross Led UX/Product Team in the planning development and launch of Customer 360 Risk Assessment Tool; a tool that improved credit application approval speed rates by over 600%.
- Provided UX/UI mentorship and led a team of 3 designers, 2 project owners, and 6 front-end developers in all phases of the UX Design Process, including deep user research sessions which gained metrics and refined the customer experience and defined a robust MVP.
- Improved Amex Risk Teams credit assessment efficiency workflow by 500% and increased employee loan approvals by 58%.
- Streamlined requirements process, reducing time by 20% and increasing team collaboration. Result: Smooth execution and improved product quality.

### **Product Manage Lead**

Virani Jewelers Online – New York, NY

May 2016 – Oct 2018

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Co-founded and led product operations for our online shopify store to sell and ship high end jewelry domestically. Directly hired and managed a team of 20 and achieved 100K in sales within 18 months of launch and maintained a 150% YOY growth.

- Led a team of 3 Designers, 3 Marketers, 1 Project mgr, 3 Front-end and two Back end devs in all phases of the product life cycle, including deep user research sessions which gained metrics and refined the customer experience and successfully launched 5M worth of product & achieving over 1.5 Million in gross sales within 18 months of launch.
- Championed Agile/scrum cross-led collaboration and mgmt between our UX, Marketing, Video, Photography, Web development and Database teams ensuring the success of over 25 major project launches reducing turnaround time by 25% and increasing overall efficiency.
- Successfully managed critical relationships with Sales, QA, HR, and User research teams, leading to a 10% increase in customer satisfaction and a 5% decrease in employee turnover.
- Increased online sales by 150% utilizing conversion rate optimization strategies by implementing aggressive SEM strategies with a digital ad spend ROI over 300%.
- Increased website conversions by 25% by utilizing data from Google Analytics and Crazyegg to optimize UX and web development strategies.

### **Product Design Lead**

Aetna | Hyatt Leader (C2C contract) – New York, NY

May 2016 – Apr 2017

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Led and developed user-centered led design that reflected our project goals, business requirements, technology parameters, and design constraints and delivered a full scope design of two data visualization SaaS based tools, a design language system, and mobile app.

- Managed communication across 7 SAFe agile cross-functional teams and improved communication efficiency by 25%.
- Conducted in-person and remote testing with Usertesting.com and facilitated interviews delivering documented insights for cross team collaboration which led to rapid iterations and significantly increased the quality of our designs.
- Increased frontend code consistency by 50% by integrating Atomic Design and Pattern Lab, leading to a more cohesive and user-friendly product.

- Led Product and Development identified and Delivered a novel digital solution utilizing Tableau, leading to improved user experience and rapid delivery of Active Advice, a Tableau based data visualization dashboard successfully delivering our MVP within 3 months.
- Implemented prototyping process utilizing Sketch App and Principle for Active Advice, a Tableau based data visualization dashboard, improving the accuracy of our deliverables and reducing feedback time by 75% and successfully delivering an MVP within three months.
- Utilized information architecture maps, user flows, task flows and matrices to streamline data organization, resulting in a 25% increase in website efficiency and a 15% decrease in user frustration.

## Education

### Columbia University, New York, NY

Master of Science in Management. Focus in Sustainable Finance & Corporate Social Responsibility

### St. John’s University, New York, NY

Bachelor of Arts in Environmental Science, Minor in Business Mgmt

### The General Assembly Professional Certification, New York, NY

Product Mgr Immersive  
UXDI Immersive,  
Design Immersive

### U.S Navy | Medical Corps (2005-2010)

Hospital Corpsman School, Great Lakes,IL (2005)  
Work Center Supervisor School, Groton, CT (2007)  
EMT Basic, Brunswick, MN (2009)

## Product Tool Box

- **PM:** Agile/Scrum/Kanban, Growth / CRO, SEO/SEM/PPC, JIRA, AB/QA testing, Spreadsheets, Notion, JIRA, Confluence, Prompt Engineering AI Tools/ChatGPT
- **Data & Analytics:** Mix Panel, Rudderstack, Google Analytics, FullStory, Google Workspace.
- **Tech Stack Proficiency:** HTML5, CCS3, JS, Angular, React, mySQL/Postgres/MongoDB, GitHub.
- **UX Design:** User Journeys, Prototyping, Design Facilitator, User Stories Mapping, UX Research Methods. service design
- **UI Design** Figma, Adobe Suite, Balsamiq, Adobe XD, Miro, Mural,
- **Payment Systems:** Stripe, Calendy, OnSched, Zapier, Customer.io.
- **CMS:** Strappi, Shopify, Wordpress, Magento

## Certifications, Skills and Activities

Professional Certification	Professional Scrum Master Certification, CCB Product Owner Training, SAFe Agile PMP Certified, UX Design by the General Assembly
Training	Scrum Master, Product Owner, Project Management, Project Leadership, Six Thinking Hats, Unconscious Bias, Conflict Resolution, Communication, UX/UI
Knowledge Domains	AGILE, Payments, Product/Program Management, Client Experience, Banking and Brokerage Operations, Project Management, Business Strategy, Change Management, Test Management, User Experience, User Interface Design, Interaction Design, User Research
Technology	JIRA, Splunk, Clarity, Sharepoint, Confluence, Microsoft Office, Microsoft Project, HTML5, CCS3, Java script, React, Angular 13, Ai Prompting Certified
Spoken Languages	Fluent in English and Spanish



