

Manuel Becerra Perez

Digital Product Specialist | UX/UI & Delivery

contact@manubecerra.com

<https://hi.manubecerra.com/>

[linkedin.com/in/manubecerra](https://www.linkedin.com/in/manubecerra)



Detail-oriented **product professional** with a background in building internal tools, managing **feature lifecycles**, and improving **digital experiences** across tech and creative environments.

Experienced in translating **user insights** into actionable product decisions, collaborating with cross-functional teams, and aligning **business goals** with customer needs. Strong **communicator** with a **hands-on** approach to solving problems, refining processes, and driving **continuous improvement**. <https://hi.manubecerra.com/>

Experience

Product Support Engineer

Jun 2024 – present

Cognigy | Berlin, Germany

- **Helped** steer backlog priorities with data. Brought ticket trends, customer impact, and effort estimates to weekly planning, collaborating on high-ROI fixes and trimming average resolution time by **30 %**.
- **Delivered** frontline insights to product work. Analyzed roughly 200 customer tickets per month, distilled recurring themes, and shared findings in quick discovery sessions with PMs, CS, and engineers—drafting concise **user stories** and acceptance notes.
- **Validated** post-release impact. Partnered with Customer Success to confirm updates addressed core pain points and monitored follow-up **metrics**, reducing repeat inquiries and maintaining high customer satisfaction.
- **Collaborated** on root-cause analysis. Reproduced bugs, examined logs and dashboards, and proposed **solution options** aligned with product architecture and roadmap goals.

Digital Product Owner / UX/UI Designer

Jul 2020 – May 2024

Lengoo GmbH | Berlin, Germany

- **Prioritized** backlog with stakeholder input. Conduct 20+ interviews across linguists, PMs, and CS, combined feedback with PI metrics, and wrote user stories that guided engineering lifting **CSAT** by 15 %.
- **Transformed** data into roadmap items. Monitored usage and satisfaction KPIs, distilled them into prioritized enhancements, and worked with developers to ship features boosting **adoption** by 20 %.
- **Optimized** release cadence. Introduced a cross-team planning ritual uniting Product, Marketing, and CS to move from monthly to bi-weekly releases, driving a 30 % rise in **engagement**.
- **Modernized** website strategy. Defined vision, aligned UX, design, and engineering squads, and launched the new site delivering 40 % more **visitors**, 25 % longer sessions, and an 18 % drop in bounce rate.
- **Monitored** product analytics and ran A/B experiments—validating UI tweaks that boosted task completion rates by **20 %** and informed roadmap adjustments.

Skills

- Product Ownership
- Backlog Management
- Product Roadmapping
- User Story Definition
- Cross-functional
- Collaboration
- Stakeholder Management
- Customer Needs Analysis
- Feature Prioritization
- Delivery Coordination

Tools & Technologies

- Jira · Confluence · Trello
- Miro · Figma · Notion
- Postman · Swagger · GitLab
- Kibana · Grafana · Datadog
- Zendesk · Intercom · Typeform
- CMS Tools · Airtable · HubSpot
- Agile & Scrum Methodologies

Certifications

- Spezialist:in für agiles Projekt- und Prozessmanagement IFM
- Professional Scrum Product Owner™ I (PSPO I) – Scrum.org
- Professional Scrum Master™ I (PSM I) – Scrum.org

Languages

- Spanish: Native
- English: Highly fluent
- German: Business fluent

Experience

Co-Founder & Project Manager

Jan 2015 – Feb 2024

aneekaa studio | Spain / Germany

- **Ran** full-cycle brand and web projects for 20+ clients, including Adidas, Zalando, Blinkist, and Fotografisk, defining objectives, scoping work, and coordinating a **core team** of three collaborators plus freelancers.
- **Coordinated** designers, developers, and videographers across Spain and Germany, aligning priorities, clearing blockers, and delivering **100 %** of projects on time and on budget.
- **Boosted** Fruchtstück3000's site launch with a **35 %** traffic surge in month one and a **20 %** lift in reservation conversions through rapid UX iterations.
- **Produced** a cultural onboarding video for Blinkist, driving **90 %** positive feedback from new hires and strengthening employer branding.
- **Fostered** client relationships with transparent updates and accurate estimates, **achieving a 60 %** repeat business rate and steady referral growth.

Education

Sep 2008 - Jun 2010

Valencia - Spain

MA. Photography

Espai D'art Fotografic

Jan 2003 - Apr 2006

Bogota - Colombia

B.A. Advertising

Universidad Jorge Tadeo Lozano