Astrid Noya

Product Manager

Professional Summary

Product Manager with 3+ years' experience across B2B software and digital marketplaces, in Germany and Switzerland, plus multi-market research across France, Italy and the Netherlands. Specialised in customer discovery, product analysis and turning complex business workflows into prioritised backlogs that engineering teams can deliver. Combines UX research and systems thinking with a background in psychology.

Core Skills

Product: Product Discovery, Backlog Prioritisation, Requirements Analysis, Roadmapping, Stakeholder Management, Cross-functional Collaboration, Enterprise Software (ERP/CRM)

Research: Customer Research, UX Research, Usability Testing, Qualitative Research, Participant Recruitment, Research Operations, Customer Journey Mapping, Business Process Analysis

Analytics & tools: Amplitude, Funnel Analysis, Event Instrumentation, Functional Specifications, Software Testing, Figma, Jira

Systems & design: Systems Thinking, Business Process Mapping, Design Thinking, Accessibility

AI tools: Claude, Lovable, NotebookLM

Team coordination: Work allocation, onboarding, handover notes, stakeholder updates and cross-team problem solving.

Languages: Spanish (native) ·English (fluent)· German (C1+) · French (A2)

Work Experience

Product Manager (Working Student)

CarOnSale | Berlin, Germany | May 2025 – Feb 2026

B2B digital marketplace: product discovery, funnel analysis and requirements

- Evaluated customer and stakeholder interviews to identify pain points within a B2B digital marketplace.
- Analysed the KYC verification journey, mapping workflows and identifying opportunities to improve the transaction process.
- Implemented the Amplitude funnel, defining conversion stages, tracking events and event properties.
- Conducted customer surveys on Key Purchase Criteria and used the responses to prioritise the factors that influence buyer decisions.
- Streamlined cross-functional collaboration between Legal, Sales and Product.
- Built AI assistants in Langdock and NotebookLM to support ticket creation and product communications.

UX Research Intern

Doctolib | Berlin, Germany | Aug 2024 – Feb 2025

Healthcare platform: user research for a German-market product

- Conducted usability research for Alfred AI in the German market, identifying usability issues and localisation gaps in a product originally designed for France
- Owned participant recruitment and moderated usability testing sessions with German users.
- Presented research insights directly to the Product Manager, recommending design adjustments.
- Supported research operations across France, Italy and the Netherlands, coordinating with Legal, Finance, Research, Product and Design stakeholders.

Product Manager

BW2 Technologies AG | Switzerland | Apr 2022 – Aug 2024

- Cleared 80% of the product backlog for an ERP/CRM platform covering sales, purchasing, inventory and accounting, prioritising work by business impact, operational efficiency, error reduction and customer needs.
- Translated customer requests into functional requirements and actionable development tasks.
- Led a team of four developers, allocating tasks and tracking progress through daily stand-ups.
- Delivered custom workflows for Kimby Kita, adapting the platform to the Swiss childcare sector.

Innovation Development

InLearning Institutos | Peru | Jul 2020 – Apr 2022

- Contributed to the production of 500+ accessible learning modules, reaching 13,000+ students.
- Contributed to the redesign of the learning platform, working with the Design Team on accessibility for students with disabilities from research to launch.
- Gained hands-on expertise in accessibility standards and inclusive design, applying accessibility heuristics to platform flows.

Projects

BRIDGE (Master's thesis): Chose a five-minute workplace self-assessment over a training programme or diagnostic tool, then built a browser-based prototype for managers and HR teams. Validation with those users is the next step.https://bridgeprojecten.netlify.app/

Education

M.A. System Design | HTW Berlin, Germany | 2026 (taught in German)

B.A. Psychology | Pontificia Universidad Católica del Perú | 2021

Professional Development

Product Management Foundations | Product Institute | 2023

UX/UI Designer Microdegree | UTEC / Crehana | 2022

Design Thinking | Zegel | 2022