

RACHEL HERKEN

Product Owner, CSPO, CSM

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I believe people come before process—and that process should empower teams and users without sacrificing quality. With 10+ years of experience as Product Owner, I advocate for team-shaped Agile practices and strong partnerships between Product, UX, and Engineering—where the PO leads the “why” and developers own the “how.” I bring a vision-led, planning-first mindset that drives meaningful outcomes and better user experiences.

CORE STACK

- **Jira, Confluence** (11 years)
- **Figma** (Oversaw 4 web app redesigns, 3 mobile apps + userflow diagrams)
- **Adobe Illustrator** (Created logo, print designs, userflows, and mockups)
- **ChatGPT, Claude** (1.5 years)
- **GA4, GTM** (1 year)
- **Heap, Firebase** (3 years)
- **Contentful, Iterable** (3 years)
- **WCAG, Lighthouse reports** (2 years)
- **Postman, SQL Basics** (1 year)
- **Google Workspace** (10+ years)
- **Mac OS**
- **Built personal gaming PC**

PROFESSIONAL EXPERIENCE

TurnCommerce, Remote - Product Owner, CSPO, CSM

MAY 2024 - JANUARY 2025

- Defined and communicated a product vision and strategy backed by a quarterly roadmap which set clear objectives, enhanced stakeholder alignment, and provided the development team with well-defined direction.
- Conducted in-person customer interviews which increased adoption by 12% and gained valuable feedback which drove roadmap features.
- Achieved a critical company milestone within 90 days by successfully transitioning 100% of traffic to a new platform, ensuring stability and a seamless user experience.
- Optimized the development backlog, aligning 100% of prioritized work with business goals, which increased delivery efficiency and maximized product impact.
- Created automated Slack workflows which improved internal communication and manual input by 80%.
- Implemented Google Tag Manager which tracked feature usage and customer behavior, enabling data-driven decision-making which improved engagement by 35%.

Hologram Sciences, Remote - Product Owner, CSPO, CSM

JANUARY 2022 - APRIL 2024

- Successfully launched the Phenology menopause app from zero-to 3 months, driving a 2.3x increase in LTV through data-driven experience improvements.
- Optimized Agile processes by reducing bottlenecks and authoring 1,000+ well-defined acceptance criteria, improving velocity by 25%.

- Streamlined app store release management, oversaw user acceptance testing, wrote informational release notes, provided user training, leading to increased adoption and smoother rollouts.
- Conducted competitive research across 20 companies and collaborated with Mayo Clinic providers, identifying key differentiators that shaped product strategy.
- Developed user personas and journey maps for bariatric surgery patients by gathering insights from admins, staff, and patients, ensuring the mobile app met real user needs and improved patient engagement.

Transactly, Remote - *Product Owner, CSPO, CSM*

DECEMBER 2020 - JANUARY 2022

- Led the development of a web app for real estate brokerages to enhance the transparency during the transaction process of a sale.
- Streamlined the onboarding process, reducing account setup time by 40%, accelerating user adoption, and improving customer satisfaction.
- Managed product roadmaps and delivered quarterly stakeholder updates, ensuring alignment on priorities and driving informed decision-making.

Retail Success, Overland Park, KS - *Product Owner, CSPO, CSM*

AUGUST 2016 - DECEMBER 2020

- Spearheaded the launch of a SaaS Cloud POS system in just 3 months, enabling a seamless social selling experience.
- Scaled app usage from 200 to 90,000 active users in 6 months by enhancing inventory and payment features, driving adoption and revenue growth.
- Standardized Jira templates for user stories and bug tracking, improving workflow efficiency and cross-team collaboration.

EARLY EXPERIENCE

Veriship – *Scrum Master, CSM* | Aug 2013 – Aug 2016

Saepio – *Graphic Engineer II* | Aug 2010 – Aug 2013

Gear for Sports – *Graphic Artist II* | Aug 2007 – Aug 2010

RC Sales – *Contract Graphic Designer* | Apr 2005 – Feb 2019

EDUCATION & CERTIFICATIONS

Certified Scrum Product Owner, CSPO – *Scrum Alliance*

Certified ScrumMaster, CSM – *Scrum Alliance*

Product Management Basics Certification – *Pendo x Mind the Product*

Project Management Certificate – *UC Berkeley Center for Executive Education*

Bachelor of Arts in New Media (*Graphic Design emphasis*) – *Oklahoma Christian University*