



Dereck Madden Candlish

Engineer - Product Manager

SUMMARY

Engineer with a strong focus on product development, I am highly detail-oriented and well-organized. I thrive on tackling new challenges and continuously improving my skills and knowledge.

RELEVANT EXPERIENCE

DatumSure Product Manager

Mar 2024 – Present

Led the development of a Wellness/Healthcare app, driving product strategy, execution, and continuous improvement in collaboration with business stakeholders and end-users. Defined requirements, guided discovery, and ensured delivery.

- Defined and managed product roadmap translating business needs into actionable user stories.
- Facilitated sprint planning, backlog prioritization, refinement, and retrospectives to ensure timely and high-quality delivery.
- Partnered with stakeholders and users on product discovery, gathering feedback to refine features and enhance usability.
- Oversaw QA/testing and deployment processes, triaging bugs and ensuring release readiness.
- Drove UX/UI improvements based on feedback, optimizing user experience and client satisfaction.
- Led a cross-functional Agile team of 5 developers, fostering collaboration and delivery excellence.
- Oversaw project execution, aligning scope and priorities, and ensuring timely delivery of milestones.
- Defined and monitored product and delivery KPIs, including conversion funnel metrics (activation rate, feature adoption, drop-off, and conversion rates), engagement and retention (DAU/MAU, retention rate), delivery quality (defect rate, post-release bugs) and business and client success (adoption rate and support ticket trends).

RESERVE (powered by CLEAR) Product Manager

Sep 2021 - Oct 2023

Joined Whyline (later acquired by CLEAR) in an early stage to develop the company's Aviation Product:

- Collaborating with business, engineering and design on roadmapping.
- Leveraging data to drive continuous product improvements.
- Working closely with cross-functional teams to ensure product delivery.
- Gathering business requirements and creation of user stories.
- Leading refinement meetings with the development team to review user stories and estimate the efforts.
- Prioritization of product backlog based on client requirements and roadmap.
- Defining future functionalities based on the roadmap.
- Overseeing development, functional walkthrough of delivered functionalities, testing, and identification of bugs.
- Analyzing data for Internal reporting and presentation of metrics to clients and stakeholders.
- Working closely with the engineering team to meet release and sprint goals.
- Coordinating deployments of new versions.
- Identifying gaps and room for improvement in the UX/UI of the product and proposing solutions.

CONTACT

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EDUCATION

2011- 2016. Industrial Engineering
National Technological University (UTN).
2023. Data Analytics - Digital House

SKILLS

AGILE - SCRUM	
Clickup	
Confluence	
JIRA	
CRM	
Figma	
Miro / Lucidchart	

LANGUAGES

English	
Spanish	