

KRISTAL JOYCE FEROLINO

PRODUCT OWNER / BUSINESS ANALYST

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ABOUT ME

Product Owner and Business Analyst with 7 years of experience managing the hand-off between business requirements and technical execution. I specialize in breaking down complex stakeholder needs into clear user stories and keeping backlogs prioritized for fast-moving dev teams. My focus is on delivering functional digital products that actually solve user problems while staying on track with company goals.

WORK EXPERIENCE

PRIME STRATA SUPPORT SERVICES INC. | October 2024 - Present

Business Analyst

- Lead requirements gathering through workshops, interviews and discovery sessions.
- Create user stories, acceptance criteria and business rules.
- Create clear functional requirements documents and user manual.
- Handle support tickets, troubleshooting issues, and assisting users with app features.
- Collaborate with design, development, and QA teams.
- Facilitate quarterly planning.
- Create monthly reports for data analytics.

VISEO BPO PHILIPPINES INC. | August 2018 - September 2024

Product Owner/Project Manager

- Manage and prioritise the product backlog.
- Create project roadmap.
- Create clear User Stories and acceptance criteria and provide clarification to development and QA teams.
- Lead Scrum ceremonies - sprint planning, daily stand-up, retrospectives and sprint demos for stakeholders.
- Primary support during UAT and production releases, including defect tracking and resolution.

ACCENTURE INC. | February 2014 - August 2018

Test Engineering Specialist

- Work as Subject Matter Expert (SME) for core applications.
- Manage daily status reporting for senior management.
- Facilitate defect triage meetings, coordinating with developers and stakeholders.
- Create and execute test cases to ensure all deliverables met business requirements.

CERTIFICATIONS

- Professional Scrum Product Owner I (PSPO I)
- Professional Scrum Master I (PSM I)
- ISTQB Certified Tester Foundation Level (CTFL)

EXPERTISE

- JIRA Software, JIRA Service Desk
- Scrum & Kanban Methodologies
- Trello, Azure DevOps
- Postman, Apidog
- JMeter
- Functional Testing