

## ABOUT ME

Product Owner and Business Analyst, skilled in turning business needs into clear user stories. Experienced in product backlog management, user story refinement, and delivering successful product releases. Strong collaborator, aligning stakeholders and cross-functional teams to drive product improvements. Recently relocated to Denmark to join my husband, with a long-term commitment to contributing meaningful digital products in a collaborative environment.

## LOCATION

Hedehusene, Denmark

VISA Status: Processing



+4560905799



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## SOFT SKILLS AND TECH SKILLS

- Strategic product thinking aligned with business goals and user needs.
- Agile ways of working (Scrum and Kanban).
- Cross-functional collaboration with stakeholders, design, development, and QA teams.
- Data-informed decision-making for prioritization and product improvements.

# KRISTAL JOYCE FEROLINO

## WORK EXPERIENCE

### Prime Strata Support Services Inc. – Business Analyst

October 2024 – February 2026

#### Cebu, Philippines

- Led requirements gathering through workshops, interviews, and discovery sessions, translating business needs into clear requirements that improved delivery accuracy.
- Created user stories and acceptance criteria, enabling development teams to deliver well-defined features.
- Produced functional requirement documents and user guides, improving alignment across stakeholders, end users and development teams.
- Managed support tickets, investigated issues, and assisted users with application features, ensuring timely resolution and improved user experience.
- Collaborated with design, development, and QA teams to support product delivery, enhance quality, and resolve issues efficiently.
- Facilitated daily stand-ups and quarterly planning sessions, aligning team priorities, improving delivery flow, and supporting on-time releases.

### Viseo BPO Philippines Inc. – Product Owner/ Project Manager

August 2018 – September 2024

#### Cebu, Philippines

- Owned and prioritized the product backlog, ensuring alignment with stakeholder needs and business priorities.
- Defined and maintained the product roadmap, aligning stakeholders and ensuring product decisions supported overall business goals.
- Translated stakeholder needs into clear user stories and acceptance criteria, reducing clarification cycles and improving development efficiency.
- Led Agile ceremonies including sprint planning, daily stand-ups, retrospectives, and sprint reviews, strengthening team collaboration and delivery visibility.
- Supported User Acceptance Testing (UAT) and production releases by coordinating defect resolution and ensuring readiness for go-live.
- Delivered weekly reports to stakeholders, providing visibility on delivery status, risks, and upcoming milestones to support informed decision-making.

- Requirements analysis and backlog management, turning business needs into actionable user stories.
- Functional testing and quality focus to ensure delivery meets requirements.

## TOOLS

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- Jira
- Confluence
- Azure DevOps
- Figma
- Mural
- Trello
- Google Analytics
- Microsoft Teams
- Slack
- Adobe XD
- Postman and Apidog (API Testing)

## LANGUAGES

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- English (Fluent)
- Filipino (Fluent)
- Danish (Beginner)

## HOBBIES AND VOLUNTEERING ACTIVITIES

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- Pilates
- Badminton
- Creative hobby (LEGO)
- Supported donation drives and packing relief goods for earthquake victims.
- Hosted Christmas gift giving events for public school children.
- Participated in mangrove planting and coastal clean-up supporting environmental sustainability.
- Donated blood through Red Cross initiatives.

## Accenture Inc. – Test Engineering Analyst

February 2014 – August 2018

### Cebu, Philippine

- Served as Subject Matter Expert (SME) for core applications, providing functional guidance to business and technical teams, which improved issue resolution speed and reduced dependency on external support.
- Managed daily QA status reporting for higher management, ensuring transparency on test execution progress, aligning stakeholders on release timelines, and supporting on-time QA sign-off.
- Facilitated defect triage meetings during test execution, collaborating with developers and stakeholders to prioritize and resolve critical and high-severity issues, minimizing release risks.
- Created and executed test cases, ensuring all deliverables met business requirements and improving overall product quality prior to release.

## CERTIFICATION AND COURSES

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### Professional Product Owner I

Scrum.org | August 2021

Cebu, Philippines

### Professional Scrum Master I

Scrum.org | August 2021

Cebu, Philippines

### ISTQB Certified Tester Foundation Level

International Software Testing Qualifications Board | October 2017

Cebu, Philippines

## EDUCATION

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### University of San Carlos

March 2012

Cebu, Philippines

BS Electronics and Communications Engineering

Key Coursework:

- Data Communications
- Programming Fundamentals
- Digital Systems/Logic Design
- Engineering Mathematics and Problem Solving