

MARISSA ESTEP

Digital Product Manager

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SUMMARY

I've had the opportunity to work on countless large projects and solve complex problems in Digital Product Management for the last 10 years. During which, I've developed a passion for using data to tell a story, and define web and mobile app experiences with the end-user in mind. In my next role, I would like to leverage my skill set of defining products from ideation to implementation, and work in a fast-paced innovative ecosystem.

EXPERIENCE

10/2020 - Present

Remote

Digital Product Analyst

Nationwide Mutual Insurance

- Leverages internal data along with competitive market research to identify areas of improvement for the digital claims experience on the Nationwide website and mobile app
- Developed and executed a user-centric focused roadmap of UX enhancements that increased the rate of positive customer sentiment to 4.6 out of 5, and reduced digital abandonment by 11%
- Led the redesign of numerous experiences from ideation to implementation, such as the Digital Auto Claim Submission experience, which resulted in a 36% increase in auto claims submissions MoM
- Presents Digital Claims performance data to leadership, stakeholders, and key business partners on a regular basis
- Designs interactive Figma Prototypes along with user flows, empathy maps, and persona's to help department understand customer irritants, behaviors, and obstacles
- Collaborates with engineers, designers, and marketing teams to strategize and execute on test & control initiatives

03/2019 - 10/2020

Riverwoods, IL

Mobile App Product Owner

Discover Financial Services

- Leveraged Adobe Analytics data to inform the design of Payments, Rewards, and Services within the DFS mobile app
- Executed the planning & installation of Bottom Navigation, which improved conversation rate to key features by ~11%
- Led the redesign of Rewards, Payments, and Services features within the mobile app, resulting in increased engagement by millions of users
- Championed multiple test & control initiatives at once and monitored KPI's in order to make strategic decisions
- Managed redesign of key customer contact points such as SMS, Push, and Email alerts to increase enrollment and awareness of rewards programs
- Assisted in developing Natural Language processing techniques for Alexa skills to help customers pay a bill via voice

09/2017 - 03/2019

Riverwoods, IL

Digital Project Manager

Discover Financial Services

- Won President's Plate award for autonomously identifying experience gaps in the Discover Real Time alerts channel via Adobe Analytics, and Glassbox
- Executed the complete overhaul of Discover Card Real-Time-Alerts (SMS, email, and Push), that resulted in 24% increase of Real Time Alert enrollment, and had an additional cost savings of over 1MM
- Managed grooming for all epics, features, and user stories for browser CX projects, such as responsive conversions, page redesigns, and user experience enhancements
- Leveraged Voice of Customer data to develop the product roadmap for digital customer experience based on current and future customer needs

01/2015 - 09/2017

Riverwoods, IL

Product Owner - System Infrastructure & Design

Discover Financial Services

- Led scrum team as Product Owner to install monthly system enhancements and compliance updates to equip front-line agents with accurate talking points, and an intuitive system to assist customers
- Converted 'System Continuous Improvement' process to Agile which improved implementation cycle time by 42%
- Vetted, assigned, and oversaw team projects and coordinated release dates as Release Manager
- Created team SharePoint site that retains process maps, user guides, project documentation, and vital team updates

08/2014 - 01/2015

Riverwoods, IL

Product Owner - Digital Experience & Operations

Discover Financial Services

- Enhanced online collections contact strategy, and increased Click to Chat payment engagement, which resulted in a 40% increase of balances moved
- Conducted digital test-and-control experiments to identify customer trends and preference data, leading to an overall decrease of complaints
- Managed the successful decommissioning of the CMA vendor site to bring the digital Collection's portfolio in-house and contribute to cost-savings goals
- Managed website build of new online experience which allowed 50-60k charged-off accounts access to their accounts and increased payments via self-service

EXPERIENCE

01/2014 - 08/2014

Riverwoods, IL

Digital Infrastructure Intern

Discover Financial Services

- Led design overhaul of email, SMS, and push Real Time Alert notification security campaigns to mitigate digital experience disparity and fraud concerns
- Built reporting & advanced Customer Level data to create a Single Sign On experience for multi-card & bank users
- Strengthened online security infrastructure with implementation of fraud email alerts, intuitive visitor flow, and additional digital security measures
- Managed implementation of 3 new Real Time Alerts that were triggered -120k alerts times weekly

03/2012 - 01/2014

Riverwoods, IL

Customer Service Team Coach

Discover Financial Services

- Drove career development and call effectiveness growth in 20 employees
- Supported customer service by providing supervisor-level escalation handling for Customer Service
- Actively maintained team engagement by leading without authority to improve call scores and drive motivation
- Shared SME knowledge with team and on-boarded several new employees into the High Value Marketing team

EDUCATION

2013 - 2017

Location

Business Administration

Robert Morris EDU

- Minor: Marketing & Management
- University Newsletter Short-Story Author 2016 & 2017

TECHNICAL SKILLS

Adobe Analytics		Adobe Illustrator		Figma	Google Analytics		HTML	JIRA	Microsoft Excel		
Microsoft Power BI		Python	Splunk	Tableau	SQL	Adobe Illustrator		Glassbox		TeaLeaf	FullStory
Rally	Adobe Target										

ADDITIONAL SKILLS

Feature Roadmapping	Wireframing	Prototyping	UX Research	Usability Research	Presenting
Usability Research	Inclusive Design	Agile	Project Management	User-Centric Design	Feature Prioritization
Lean Project Management					

CERTIFICATIONS

Google UX Design Professional Certificate

Google Career CertificatesGoogle Career Certificates - Issued Mar 2025

Certified Scrum Product Owner

Scrum Alliance - Recertified Feb 2025