

Natalia Cardenas | Product Manager

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Professional Summary

Product Manager with 8 years of experience leading 0 to 1 digital products across cybersecurity, InsurTech, and SaaS. Experienced in end-to-end product ownership, scaling B2B platforms to 70K+ users and launching products that contributed to 13+ insurance carrier partnerships.

Work Experience

Product Manager at Upfort (2019-Present)

- Led the 0 to 1 development and growth of Upfort's core B2B cybersecurity platform, owning the product end-to-end from initial concept to 70,000+ users, including roadmap, product definition, scoping, UX design, implementation, testing, launch, user feedback, and continuous iteration. Expanded the platform into insurance carrier partnerships, enabling it to be bundled as a value-added product for insureds and strengthening Upfort's partner offering.
- Led the 0 to 1 development of a gamified cybersecurity training platform, owning its roadmap and full product lifecycle from concept and MVP through launch, experimentation, and continued improvement. Grew the platform from zero users into Upfort's most engaging product, reaching a 55% NPS promoter rate in 2025.
- Owned the activation and onboarding strategy for the cybersecurity platform, using product analytics, experimentation, and user feedback to identify friction and iterate on the experience, increasing feature adoption to 39%.
- Led the definition and launch of insurance products tailored to carrier and partner requirements, translating partner needs into product solutions that contributed to securing 13+ new carrier partnerships.

Project Manager & UX Designer at InOut Delivery (Jul 2018 - Jan 2019)

- Led the implementation of a new delivery app on mobile for Heineken Mexico, acting as a project manager, user experience designer, and partnering with the engineering team for continued support.
- Improved and supported the delivery apps for local restaurants.

Marketing Director at MrAlpaca Games (2017)

- Established the marketing strategy during the alpha and beta stages.
- Created the stand and visitor's experience for the local exhibition "SOFA".
- Positioned the brand among video game developers.

Education

- Bachelor of Business Administration (Dec 2017) Universidad de los Andes
- Minor in Design (May 2015) Universidad de los Andes

Skills & Tools

- AI & LLMs: ChatGPT, Claude; AI-assisted product research, discovery, prototyping, and analysis.
- Product & Research: Product Analytics, User Research, Experimentation, Prototyping, UX/UI Design.
- Tools: PostHog, Appcues, Maze, Miro, FigJam, Jira, Linear, Confluence, Notion, Adobe Creative Suite.
- Languages: English (Fluent), Spanish (Native).