

Natalia Cardenas

Product Manager

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About Me

I'm a Product Manager who's been building a variety of digital products for the past 8 years, where I've developed a passion for user experience and solving problems. I've been working in collaboration with multiple teams in the launch and support of several projects.

Education

Dec 2017

Bachelor of Business Administration

Universidad de los Andes

May 2015

Minor in Design

Universidad de los Andes

Tools & Skills

- Product: Confluence, Notion, Miro, Figjam, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro.
- User Research & Experimentation: Appcues, Maze, Typeform, Google Forms, PostHog, InVision.
- Organizational: Jira, Slack, G Suite, Asana, Linear.
- Languages: English, Spanish.

Fun Fact

I'm a videogame nerd. I participated in two Game Jams and joined a colombian indie game studio in 2017, MrAlpaca Games, assisting them with the launch of their first game.

Work Experience

Product Manager

Upfort (2019-Present)

- Lead PM for the main B2B platform from launch to continuous support for 70,000+ users.
- Owned the launch and continued support of a gamified cybersecurity training platform, taking it from MVP to becoming the most engaging product with an NPS promoter rate of 55% during 2025.
- Owned the activation and onboarding funnel of a B2B cybersecurity platform end-to-end and increased feature adoption to 39%.
- Partnered with Success, Design, Engineering, and Business to launch and support multiple B2B and consumer products.
- Led the launch of multiple MVPs for insurance and B2B partner initiatives.

Project Manager & UX Designer

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.

Web Sales Manager

TooGEEK (Sep 2017 - Dec 2017)

- Supported the discovery process and improvement initiatives for the online shopping experience for collectible items.