

## TERRY PENMAN

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### PROFESSIONAL SUMMARY

Dynamic and results-driven SaaS B2B Product Manager with over 14 years of experience in design and product development. Proven expertise in translating customer insights into strategic product roadmaps, driving cross-functional alignment, and delivering high-value solutions that enhance customer satisfaction and business growth. Adept at leveraging UX design knowledge to craft user-centric solutions and streamline product development processes. Fluent in English and Afrikaans, with a working proficiency in Dutch.

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### CORE SKILLS

- Product Management & Roadmapping
  - Strategic Planning & Execution
  - Customer Feedback Loops
  - SaaS B2B Product Development
  - Cross-functional Collaboration
  - User-Centered Design (UCD)
  - Agile Methodologies (Scrum)
  - Data-Driven Decision Making
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### PROFESSIONAL EXPERIENCE

**Product Manager**  
**Wonderflow B.V., Amsterdam, NL**  
*October 2023 – Present*

- Implemented a robust customer feedback loop, achieving a **40% improvement in customer satisfaction scores**.
- Defined and prioritized the product backlog, aligning development efforts with strategic business objectives.
- Introduced a structured QA process, ensuring consistent release quality.
- Facilitated cross-departmental alignment to integrate product development with marketing and sales strategies.
- Spearheaded user research initiatives, leading to actionable insights and enhanced user satisfaction.
- Drafted and negotiated Service Level Agreements (SLAs), establishing clear KPIs across multiple departments.

### **Senior UX Designer**

**Wonderflow B.V., Amsterdam, NL**

*September 2022 – September 2023*

- Designed and implemented UX processes, reducing UI/UX-related bugs by **20%**.
- Expanded the user research database from 0 to 30 active participants within 3 months.
- Conducted regular UX tests to refine product features, supporting iterative improvements.
- Developed epics, user stories, and acceptance criteria to guide development teams.
- Delivered high-fidelity interface designs and prototypes, ensuring seamless developer handovers.

### **Senior UX Designer**

**ABSA Home Loans (via BlueSky), Johannesburg, SA**

*June 2022 – August 2022*

- Mapped user journeys and workflows for home loan application processes, aligning with stakeholder requirements.
- Collaborated with business analysts and process engineers to define technical specifications and user acceptance criteria.
- Designed interactive prototypes, facilitating efficient development cycles.

### **UX Designer**

**Adswerve, Inc., Johannesburg, SA**

*May 2021 – May 2022*

- Led the development of the Support feature in the client portal, from discovery to deployment.
- Boosted portal engagement by **30%** through targeted user behavior research and optimized email templates.
- Partnered with engineering teams to create roadmaps and prioritize feature backlogs.
- Designed and enhanced MVP features, translating stakeholder requirements into tangible outcomes.

### **UX Designer**

#### **Vodacom Video Play (via Clarity Digital), Johannesburg, SA**

*June 2020 – April 2022*

- Collaborated with product owners to identify and resolve bottlenecks in user flows.
- Delivered innovative UI/UX designs, prototypes, and animations for client applications.

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### **EDUCATION**

- **Scrum Product Owner Certification** (*Ongoing*) - Scrum.org
- **Professional Diploma in UX Design** (*2021 – 2022*) - UX Design Institute
- **BTech Degree in Graphic Design** (*2006 – 2009*) - Tshwane University of Technology

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### **LANGUAGES**

- Dutch: B1
- English: Native (C2)
- Afrikaans: Native (C2)

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### **ADDITIONAL EXPERIENCE & FREELANCE**

- Owner & Creative Director, **Cronje Design Co.** (*2015 – 2021*)
- Marketing Manager, **Music Mate Group** (*2010 – 2015*)