

# YESICA MIRAMBEAUX

Product Manager | B2B SaaS | 0-to-1 Builds

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10+ years owning product strategy, roadmaps, and cross-functional delivery in B2B SaaS (Twilio, RingCentral, Connect First). Five products taken from discovery through shipped product; two business functions built from scratch. Track record includes 98% CSAT on an enterprise self-service platform, 30% faster onboarding, and 20% productivity gains. Currently shipping AI-native consumer products using Claude and Cursor AI. Regulated-industry experience: HIPAA, PCI-DSS, GDPR.

## PROFESSIONAL EXPERIENCE

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**Co-Founder & CEO** (Product Strategy & AI-Assisted Build)

**Recapty | 2025 – Present**

- Built [Recapty](#) from 0 to 1: led discovery, defined product strategy, and designed and built the front end using Claude and Cursor AI. Live on iOS TestFlight and Android open beta
- Co-designed the AI prompting architecture powering spoiler-aware recaps at three depth levels. Designed and spec'd the "Learn More" feature: in-book Q&A with chapter-level citation accuracy

**Co-Founder, COO & CPO** (User Research & Product Design)

**Camino, \*bitual | 2023 – 2025**

- Took two products from 0 to 1. \*bitual: 12 user interviews (UserInterviews) + 667-respondent survey (Centiment), beachhead segmentation, PRD, and shipped to TestFlight beta. Camino: 3 rounds of user research (15+ participants across HR leaders, managers, new hires), validated Figma prototype ready for engineering handoff
- Built a complete Figma design system and clickable prototype covering four user roles in one month. Delivered component library and specs for engineering handoff
- Defined product roadmaps, success metrics, and milestone plans. Managed priorities across design, development, and testing workstreams

**Senior Manager, Internal Knowledge Management** (Operations & Function Building)

**Twilio | 2020 – 2022**

- Built an entirely new function from scratch at a 10,000+ employee org: defined strategy and developed financial models to justify investment. When leadership turnover stalled funding, created a distributed budget model and built the function anyway. Hired and managed a team of 6
- Defined and tracked success metrics across the function: 30% faster onboarding, 22% higher employee satisfaction, 20% productivity gains. Used data to prioritize initiatives and report impact to leadership
- Led the documentation and knowledge management components of HIPAA and PCI-DSS compliance across R&D, supporting rollout and implementation team by team (received company award)
- Drove go-to-market alignment across Product, Engineering, Marketing, Legal, and Ops. Ran an R&D wiki audit that cut 7,000+ pages to 3,000 and raised content quality scores from 68% to 93%

**Manager, Documentation & Product Communications** (Product Owner, Self-Service Platform)

**RingCentral | 2018 – 2020**

- Built an enterprise self-service platform from 0 to 1: owned PRD, information architecture, UX wireframes, five-phase roadmap, and engineering requirements. Defined specs and coordinated engineering integration of Algolia search, Medallia VOC, chatbot, LMS, Salesforce case forms, and Adobe Analytics. 98% CSAT; adopted as the model for all RingCentral product lines
- Led post-acquisition consolidation: merged two companies' operations into a single function serving 2,000+ employees and customers. Defined new processes, governance, and workflows from scratch
- Managed a distributed team of 14 across time zones. Redesigned cross-team workflows: 15% efficiency gain, 12% cost reduction. Owned final approval on all customer-facing content

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- Designed and implemented OKR frameworks and roadmap management in Airtable, Wrike, and Asana. Asked to take over and rebuild the same for the underperforming Learning & Development department

**Manager, Marketing & Communications** (0-to-1 Platform & Function Build)

**Connect First (acquired by RingCentral) | 2016 – 2018**

- Built a documentation site from 0 to 1 on Jekyll: owned PRD, information architecture, and design while working directly with engineering through delivery
- Built internal and external communications function from scratch. Hired and managed 13 team members. Served on executive leadership team
- Owned communications and content strategy for product launches. Drove cross-functional alignment between Product, Sales, Legal, and Customer Success
- Built business cases for product and marketing initiatives. Content and SEO strategy drove 400% search visibility increase, 5% digital conversion lift, and 20% organic traffic growth in four months. Company grew 25% YoY revenue during this period and was acquired by RingCentral

## SKILLS & TOOLS

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**Core:** Product strategy, product operations, roadmap management, go-to-market planning, user research, business case development, OKR design, cross-functional program management, post-acquisition integration, compliance (HIPAA, PCI-DSS, GDPR)

**Tools:** Jira, Confluence, Asana, Airtable, Notion, Figma, Miro, Mixpanel, Pendo, Hotjar, Google Analytics, Salesforce, HubSpot, Claude AI, Cursor AI

**Technical:** Information architecture, taxonomy design, Contentful, Algolia, API integrations, Jekyll