



COSTIN GUCI

Creative Product Owner & Manager

Passionate Graphic Designer & U/X Enthusiast



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CHECK ME OUT!

+ THINGS ABOUT ME COOL

I am a decisive, proactive, result oriented, very analytical person, with over 14 years' experience in my field of work and passion.

Having a unique blend of practical experience, interpersonal skills, creativity, resourcefulness, and desire to drive innovation, I can easily manage multi-disciplinary and even multi-cultural projects and easily navigate complex challenges.

I have strong analytical thinking, planning, prioritizing, organizing and people management skills. I am very attentive to details, with strong communication skills and have proven problem-solving abilities.

I am specialized in Product management, Project management, Business Development, Client Services, People management, Process design and improvement, Software design and implementation, Graphic & Web Design, Marketing strategy, Media planning.

I am a total geek for technology (Apple products addict), devices and the seamless experience that should arise over their interconnection, and what their use can be into helping people simplify their life.

I am passionate about all the things I do, involved in several non-profit organizations for promoting good values and culture, but also volunteering as much as I can for helping my community but also people in need.

+ MASTERED SKILLS

OVERVIEW

PRODUCT MANAGEMENT



PRODUCT OWNERSHIP



GRAPHIC DESIGN



U/X ABILITY



CERTIFIED AGILE LEADERSHIP FOR ORGANIZATIONS®



CERTIFIED AGILE LEADERSHIP ESSENTIALS®



+ PREVIOUS COMMITMENTS

My Vodafone App Capabilities
IT Product Owner
IT Digital Engineering Team
Vodafone Romania Technologies

October 2022 – present

MOST RECENT

Exercises leadership in defining and aligning requirements, strategy, and product plan, as well as offering recommendations and presenting optimal options for increasing product value.

Responsible for translating the business vision, objectives, and feedback from all interested parties into clearly defined requirements. Responsible for defining and managing a backlog of requirements for the teams involved and the business justifications for each requirement.

Defines and implements the business strategy for the squad he leads and prioritizes the performance of the backlog requirements for the squad, ensuring that he brings added value to the business through the actions he undertakes and that he completes the set objectives.

Researches and analyses the market, user behaviour, competition, but also the industry, to create and launch the strategic product plan.

Responsible for creating a digital experience of the highest quality for Vodafone customers, which is oriented towards the requirements and exceeding customer expectations.

THE ACTUAL WORK

MAIN PROJECTS

Native to React Native migration – planning a full migration of My Vodafone app from Native to React Native, due to too much native legacy in the app project, that made the entire app heavy, and crashing a lot, making it impossible of debugging.

More to come

My Vodafone App
Care & Payments Product Owner
Digital Tribe
Vodafone Romania

March 2021 – March 2022

Responsible for exercising leadership in defining and aligning My Vodafone App product requirements, the strategy and plan, as well as providing recommendations and presenting optimal options for increasing the product value.

Responsible for translating business vision, objectives, and feedback from all stakeholders into clearly defined requirements. Also responsible for defining and managing requirements backlog for the teams involved and the business justifications for each requirement.

Defines, implements and manages the business strategy for the squad he leads and prioritizes the execution of the requirements in the backlog for the squad (agile methodology), ensuring that it brings added value to the business through the actions it undertakes and that it completes the established objectives.

Responsible for research and market analysis, user behaviour, competition, but also industry, to achieve and launch the strategic product plan.

Responsible for creating the highest quality digital experience for Vodafone customers, which is customer-oriented and exceeds customer expectations, by managing the entire process, from Business requirements to UX/UI design, establishing system architecture with B/E & F/E development, supervising the Testing process, and responsible for production deployment.

Managing 2 different teams (agile scrum format) at the same time, Romania & Egypt, with different backlogs and responsibilities.

Managing the relationship with internal & external partners: system architects, cross platform product owners, Vodafone Group team, payment processing providers etc.

THE ACTUAL WORK

MAIN PROJECTS

Adopting (improving and implementing) group guidelines for MVA10 - establishing, approving, and overseeing the implementation of the Group My Vodafone App journeys, from transforming the existing ones (MVA2) to new ones (MVA10), migrating them from mobile Native implementation to React Native, with B/E development in DXL (TMF Standard).

eCommerce payments improvement - overseeing improving Vodafone Romania online payments (with save cards) journeys with the existing processor company, by assessing and approving, for fast acceptance for increasing the transactions volumes, by implementing TRA capped amount.

Improved push notifications journey - establishing, designing, and overseeing the implementation of a new push notifications / message inbox journey, based on group MVA10 design, with Communication TMF, but improving it for local architecture, with specific

functionalities (identity swapping), and integrating it with PEGA campaign management tool, for automatization of push notifications based on customer's profile.

New sales journey - establishing, approving, and overseeing the implementation of a new renewals' sales journey for post-paid customers, in creating new MVA10 design journey, with specific functionalities, and campaign management capabilities.

Native to React Native migration - planning a full migration of My Vodafone app from Native to React Native, due to too much native legacy in the app project, that made the entire app heavy, and crashing a lot, making it impossible of debugging.

Senior Product Manager

Multichannel & CRM department
Intesa Sanpaolo Bank Romania

May 2019 – March 2021

Responsible for defining the new retail strategy and aligning to group distribution model for Intesa Sanpaolo Bank branches, POS network, SSMS (Self Service Machines: ATM, MFM) and all other equipment & allocated software that can be found in a bank's branch and at off-site partners.

Responsible of implementation of effective use of channel capabilities / availability to deliver products and services and optimizing customer-level usage to maximizing the business and the business results.

Managing the relationship with external partners: machines providers but also with Architects and Production Companies.

THE ACTUAL WORK MAIN PROJECTS

Implementation of AGDM branch model - establishing, approving and overseeing the implementation of the new branch design & business model, from services point of view but also from the design & customer experience point of view (look & feel).

Card mToken app - responsible for the design, U/X, testing & implementation of PSD2 compliant ecommerce SCA card authorization app.

POS strategy - establishing & overseeing the implementation of ISPRo POS strategy, for profitability improvement

New omnichannel platform - Digical (group Multichannel, CRM, in Branch platform) - responsible for reviewing business specifications to align them to local market requirements and business strategy, being budget owner.

New Retail Lending Origination tool - responsible for creating and reviewing business specifications, involved in tool tender and project kick-off

Omnichannel Product Manager

Marketing & Product Management department
BRD - Groupe Société Générale

July 2018 – May 2019

Responsible for defining the strategy and distribution models for BRD branches, SSMS (Self Service Machines: ATM, MFM, Kiosk) and other equipment found in the branches and at off-site partners, and for designing and delivering a good user experience and improving with new functionalities and features for the above-mentioned machines.

Establishing and improving the customer journey inside the multi-channel distribution model and ensuring effective use of channel capabilities / availability to deliver products and services and optimizing customer-level usage to maximizing the business and the business results.

THE ACTUAL WORK MAIN PROJECTS

ATM Strategy - establishing & overseeing the implementation of BRD SSM (Self Service Machines) strategy, by resizing the existing network footprint at a more profitable size and renewing the aged machines.

New Cashless Branch - establishing, approving and overseeing the implementation of the new cashless branch business model, from services point of view but also from the design & customer experience point of view (look & feel).

My BRD Corner – responsible for designing, choosing technology and supervising the development of BRDs in branch self-service kiosk platform, where customers can access specific data regarding pricing, or their internet banking platform, or give feedback over the interaction with the relationship managers. Part of the first ever implemented project in Scrum Agile methodology in BRD, as a Product Manager as support for the Product Owner, which from this project was chosen from IT Department.

Campaign Manager

Marketing & Product Management department
BRD – Groupe Société Générale

January 2015 – July 2018

Participating in development and implementation of communication strategy of the company products and services in order to ensure their visibility on the market, by creating the annual planning for national integrated campaigns, action plan & marketing budget, responsible for tracking the budget and the campaign results based on the established KPIs. Managing the relationship with advertising and media agencies (both for campaigns and regular marketing materials) and internal market research team.

Responsible for developing and updating the internal communication materials (catalogues, guides, intranet) and POSM (brochures, posters, leaflets, guides, BRD TV commercials, screens ROBO/ ATM), proposing merchandising tools and special projects for more visibility and animation of commercial offer.

Responsible for the user experience over the internet banking & mobile banking applications and involved in proposing for developing new features & functionalities for them.

THE ACTUAL WORK

MyBRD Services - establishing & implementing biannual tactical and commercial campaigns for promoting the BRD's internet & mobile applications

New ROBO Design - establishing, approving and overseeing the production of the new design of the BRD's self-service machines, ROBO, designing the overall look but also designing the graphics of the software.

New ATM Branding - establishing, approving and overseeing the production of the new design of the BRD's automatic teller machines.

2002 – 2007

+ BEEN DISCIPLINED BY

Graduated from **Academia de Studii Economice Bucuresti**
- **Business Administration in foreign languages** – FABIZ (former SELS) in English

1998 – 2002

Graduated from **Traian High-School** – Constanta

+ MY BABEL TOWER



sometimes
I even think in it



a rather
good listener



speaking & eating
rather than writing



+ VOLUNTEERING & ACCOMPLISHMENTS

2011 – present

OUR BIG DAY OUT obdo.ro - Volunteer for OBDO activities and events, by gathering funds & products, packing & delivering presents and interaction with institutionalized children and old people.

FOOD FOR MY SOUL

2012 – present

VESPA SCOOTER CLUB ROMANIA clubvespa.ro - Founding member of local NGO established for promoting and defending the Vespa values and tradition in

Romania, by creating a local platform with a clear brand and benefits for members and also by organizing recurrent events.

2005 – 2010

CONSILIUL A TINIRLOR ARMĂNJI ctarm.org - Founding member of local NGO established for promoting the ethnic values and culture of the Aromanian (Vlah) nationality, creating a local platform with specific goals and connecting it to European platform for promoting ethnic nationalities (YENI.org), but also by organizing cultural events with youth Aromanians.

+ PERSONAL SKILLS & COMPETENCES

SELF
TOUGHT

SOCIAL SKILLS

Really organized / Good abilities for views over concrete situations / End-view oriented work capacity / Problem-solving attitude / Responsible / Self-respect and self-reliance / Strong referential values of fairness, equity and dignity / Ability to establish and maintain good working relations with people of different national and cultural backgrounds

COMPUTER & TECHNOLOGY SKILLS

Proficiency in file editing: Microsoft Suite, Adobe Professional / Proficiency in graphic design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Spark / Proficiency in technical and practical abilities in all types of devices & technology / High level of skills in UX tools & Digital Design prototyping: Adobe XD, Adobe After Effects, Sketch, InVision App / Proficiency in Web Design using WordPress CMS (php platform)

CORPORATE TRAINED IN

Time Management / Initiation in Sales / Customer Focus / Brand Engagement

+ OTHER PREVIOUS COMMITMENTS

DID YOU
REALLY
THINK
THIS WAS
OVER?

Cards & Digital Banking Product Manager

Product Management department
Volksbank Romania

May 2014 – January 2015

Developing and managing assigned portfolio of products in the Cards & Digital Banking category, over their entire lifecycle, in order to provide quality products and services to customers, support and develop the Bank's commercial activities and increase trust and customer satisfaction by providing the best user experience.

Responsible for the concept, approval and implementation of new Cards & Digital Banking products and services, in co-operation with other involved departments and according to internal normative documents.

Acting as a project manager in the implementation process of products and services.

Continuously monitoring and analysing similar products offered to clients from the bank's portfolio, identifying solutions with the highest added value for their financial needs.

Managing the Debit Cards & Credit Cards products considering all aspects:

- Coordinating market research activities

- Collecting information about the products offered by the competition and proposes actions to increase purchases of the bank's products

- Formulating proposals regarding interest rates, fees and commissions for products in the area of responsibility and forwarding them for approval to the relevant committees;

- Elaborating and managing contracts together with involved departments, according with internal normative documents

- Elaborating and updating product files, workflows, procedures and all other documents related to products and services in portfolio

- Analysing the transactional behaviour of clients and proposing actions to activate or increase product usage

- Elaborating and providing necessary training materials for bank's sales staff

Identifying and developing new partnerships specific for the Debit Cards & Credit Card products and monitoring the implementation and smooth running of related processes

Monitoring the performance and measuring the effectiveness of partnerships with commercial entities.

Participating in projects to improve and for streamlining the activity. Proposing measures to optimize internal normative documents that impact the Cards activity.

Managing and maintaining relationships with NBR and other institutions relevant for the department's activity

THE ACTUAL WORK

MAIN PROJECTS

New Credit Card Project – Launching the Volksbank Romania Credit Card retail product, rethinking and positioning it from market perspective. Preparing the business specifications and the product description of the Credit Card and all the documents required for implementing the product. Creating the Card's design and actively participating in the marketing campaign. Designing a specific client oriented (UX Design) Internet Banking Credit Card page.

Alternative channels Product Manager

Product Management department
Nextebank (former Romexterra Bank)

October 2010 – May 2014

Responsible for executing alternative service channels strategy, identifying product enhancements and innovations.

Defining business requirements and the user experience, and work with development teams to build and deploy the projects for internet banking and mobile banking. Participate throughout the project management cycle, from concept through implementation for any request related to alternative service channels.

Maintain the link between bank and alternative service channels providers. Maintain the link between bank's departments in order to provide the administration of alternative service channels. Offering support to the bank's sales force for the alternative service channels applications, regarding procedures, application flow, different errors. Offering support for the bank's intranet page and internet page in developing different modules for a better client experience

THE ACTUAL WORK

MAIN PROJECTS

NexteMobile - Creating from zero, together with an in-house IT Team, a new multi-platform (OS) Mobile Banking application for smart phones

NexteOnline - Developing, multiple new features for the Internet Banking platform for the better client experience

Internet Banking & Mobile Banking - Yearly preparation of the audit documentation and also the documentation for the Ministry for the Informational Society's approval

Rebranding – Graphic design support for the internet banking, mobile banking, internet page, intranet page, from MKB Romexterra Bank S.A. to Nextebank S.A.

Online Marketing Specialist

Marketing department
Royal Bank of Scotland Romania

August 2010 – October 2010

Plan and co-ordinate the design, development and maintenance of RBS Romania local website and landing page. Evaluate their impact as online marketing and corporate communication tools.

Co-ordinate the design, development and maintenance of RBS Romania Consumer (external) online marketing tools: banners, micro-sites, alternative campaigns etc.

Plan and co-ordinate the design, development and maintenance of our online communication channels (newsletters, social network website accounts etc.)

Planning and media-buying of online advertising. Evaluate and report on the impact of the online campaigns.

Promote and monitor the correct application of RBS online guidelines across all our online/electronic channels. (Web page, newsletter, social network website accounts, banners etc.)

Manage monthly reporting and tracking, flagging issues for internal stakeholders and report metrics appropriately.

Analyse and report program performance; provide results and recommendations for improvement and for new programs; also understand, optimize and expand keyword list for analytics.

Work with Product Marketing, Marketing Communications and Sales to develop and execute highly effective direct response programs to significantly increase inbound lead flow and pipeline generation.

Provide support for other areas of marketing as needed.

Alternative Service Channels Officer

Business Development Department
ABN Amro Bank Romania

May 2007 – August 2010

Responsible for executing alternative service channels strategy, identifying product enhancements and innovations.

Defining business requirements and the user experience, and work with development teams to build and deploy the projects.
Participate throughout the project management cycle, from concept through implementation for any request related to alternative service channels.

Maintain the link between bank and alternative service channels providers.

Maintain the link between bank's departments in order to provide the administration of alternative service channels.

Maintaining the ATM network and developments on ATMs flow, Improving the repayments channels (Romanian Post-Office, Praktiker), www.rbsbank.ro webpage, Utility bill payments service for all RBS Credit Cards, RBS iBanking

+ SOME OF MY OTHER PAST EXPERIENCES

**LONG
TIME
AGO**

Relationship Manager
Sales force, Customer Service
ABN AMRO Romania

March 2006 – May 2007

Account Administration Officer
Account opening and closing, account blocking, account reconciliation, back-office responsibilities
ABN AMRO Romania

July 2005 – March 2006

Web-designer
Direct Initiatives Advertising Staff S.R.L.
Advertising

February 2004 – May 2015

Receptionist
Sulina Hotel, Sulina S.A. - Neptun
Tourism

July 2003 – August 2003