

Camryn Ottimo

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EDUCATION

University of Wisconsin – Madison

Data Science, B.S., Computer Science minor

Madison, WI

Expected Fall 2025

WORK EXPERIENCE

CardWorks

New York, NY

Seasonal Associate, Data Visualization

Summer 2024

- Developed data visualization dashboards in Power BI to support decision-making processes, demonstrating analytical skills and attention to detail
- Collaborated with cross-functional teams to integrate chatbot solutions, showcasing teamwork and technical fluency
- Debugged and wrote Python scripts to extract and analyze service-level agreement (SLA) data, contributing to performance tracking and ensuring compliance with company standards
- Reviewed SQL queries and developed an automated Excel report, utilizing custom formulas to dynamically track variables related to fraud claims, ensuring real-time data accuracy and improved decision-making
- AWS, Snowflake, Jira, Oracle Database, Jupyter

PRODUCT MANAGEMENT EXPERIENCE

Real Estate Social - Co-founder and Product Lead

Real estate social media application for agents and buyers; currently in development

May 2025 - Present

- Designed full product wireframes in Figma for a social platform helping agents build personal brands and connect with buyers/renters
- Defined roadmap, prioritized features, and led sprint planning with a full-stack team using Agile workflows in Notion
- Built core features: user authentication (Agent vs. Buyer), listings, short-form video, messaging, and scheduling tools.
- Applied product thinking to balance UX, tech feasibility, and scalability
- Integrated third-party APIs (Google Places, Spotify, license verification) to enhance listings, content, and onboarding
- Evaluated APIs based on cost, developer constraints, and user value; aligned technical decisions with engineering team
- Conducted user surveys targeting real estate creatives (e.g., photographers, drone videographers, stagers) to assess demand for specific in-app features
 - Used survey insights to evaluate feature necessity, balancing implementation cost with user convenience and market demand

Understated - Founder & Brand Developer

Understated Apparel LLC

Self-built fashion brand with a focus on e-commerce, customer experience, and brand storytelling

March 2025 - Present

- Building and managing an online store, overseeing all UX/UI layout decisions, product flow, checkout experience, and conversion optimization
- Designed store layout with user-centric principles based on competitor analysis
- Designed all brand assets using Adobe Illustrator and Adobe Express, including logos, packaging, and product mockups
- Applied workflow automations and no-code tools to optimize e-commerce operations and customer engagement
- Developed marketing strategies using Klaviyo; planned A/B testing campaigns to refine customer engagement tactics
- Handling product photography, styling, and social media content, developing consistent visual identity across platforms
- Collaborated with U.S.-based manufacturers to source materials, communicate design specs, and ensure quality control
- Used customer feedback to iterate on product and website design, applying user-centered thinking to build a cleaner, more functional storefront
- Conducted competitive analysis to identify gaps in the e-commerce market, informing product positioning

SKILLS & INTERESTS

- Golf, the Eagles band, Product Design, UX/UI, A/B Testing, Adobe Illustrator, Figma, Feature Prioritization, Shopify, E-commerce, API Integration, Python, Clothing, Chess, SQL