

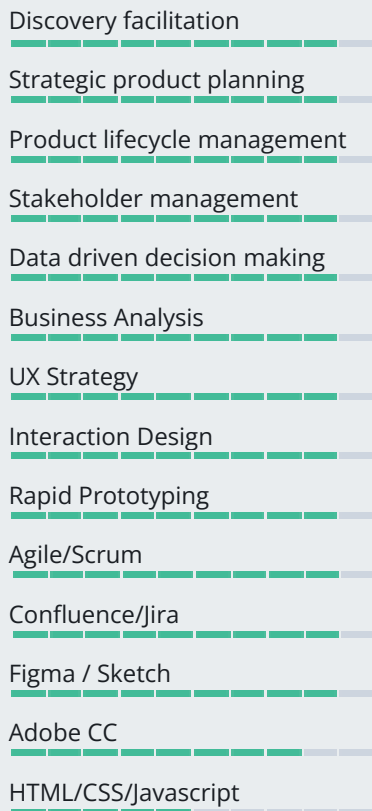
# Pita Oskam

Product Management

## Why me?

With a passion for creating seamless user experiences, I am a seasoned Product Manager/Owner. Throughout my career, I've excelled in bridging the gap between technology, design, and business needs, transforming complex ideas into innovative, user-centric solutions. As a strategic thinker and problem-solver, I leverage my expertise in UX, analytics, and stakeholder management to drive product vision and execution. I thrive in dynamic, collaborative environments, leading cross-functional teams towards our shared goal of enhancing the customer journey. Now, I am seeking a new challenge where I can continue to champion user needs while driving product strategy and growth.

## Skills



## Contact

Contact me through LinkedIn or email to arrange a call  
me@pitaoskam.com  
linkedin.com/in/pitaoskam



## Work experience

2022 - Current

### Product Manager - Strategy and execution to market

Havona Global

- Consolidate requirements and solution design for a collaborative marketplace built on infrastructure for transparent supply chains.
- Engage strategic partners across Europe, America, Australia, and UAE to refine requirements and solution design.
- Two month research mission in India to engage Artisan Communities, evaluate market fit and define product opportunity for execution to market.
- Identify and establish key strategic partnerships in India.

2018 - 2022

### Product Lead - SaaS Platform, PIM and Mobile

Sorted Services

- Successfully launched 6 applications: rental, property/tenancy management, consumer services marketplace, trade job management, billing, and product information management, managing 50,000+ properties and more than \$3 million in monthly payments.
- Managed product architecture and features for cross-domain integration and automation, benefiting multiple stakeholders (tenants, landlords, estate agencies, trades, service providers)

2016 - 2018

### UX Designer & CX Business Analyst

Officeworks (Contract)

- BA and requirements for iOS and Android native apps.
- UX Design & BA for new ICT leasing service.
- UX Design & BA for Afterpay integration; captured 10% of online revenues, increased average order value by 27%.
- UX Design for Print and Copy, released 7 new product lines leading to 86.6 YoY revenue growth. Completed master journey analysis to consolidate UX Strategy.

2011 - 2016

### UX Design & Front End Development

Freelance

- Lead re-design of the Catholic Education Office Intranet across Victoria, serving 12,000 users.
- UX Design for wealth management platform used to manage and report on more than \$500 million.

2010 - 2011

### Marketing and Communications Manager

Ajinex (TA Fluid3)

- Define marketing strategy and collateral.
- Lead UX for iOS location-based marketing app which was offered \$1.2 million first round VC.

2007 - 2010

### Manager, Sales and Marketing

Nine Lanterns

- Acquired new contracts with multiple ASX 100 companies and improved internal processes to achieve 40% increase in company revenues in my first year.



## Education

2015

### UX Masterclass

UXTraining

2002 - 2003

### BA (Psychology), BBS (Marketing)

Massey University, PalmerstonNorth, NZ