



PRODUCT MANAGER // PRODUCT DESIGNER

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OBJECTIVE STATEMENT

My goal is to craft memorable user experiences while fostering a culture of empathy and deep user understanding—ensuring we design not just any product, but the right product.

Soft Skills

- Strong work ethic
- Effective communicator
- Product thinker
- Fast learner
- Ability to multitask and adapt

Design Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Sketch

Collaboration Tools

- Atlassian JIRA & Confluence
- Google Suite
- Microsoft Suite
- Trello
- Greenlight Guru
- LucidChart

Coding Languages

- HTML
- CSS
- jQuery
- JSON

Professional Experience

BioIntelliSense, Redwood City, CA — Principal Product Marketing & Design Manager

AUGUST 2025 – PRESENT

As the Principal Product Marketing & Design Manager at BioIntelliSense, I lead a versatile design team that drives initiatives across the entire organization. Our work spans the company website, digital products, internal tools, mobile applications, and even physical devices and accessories—bringing consistency, creativity, and impact to every touchpoint.

GENERAL RESPONSIBILITIES:

- Oversee **packaging and labeling design** for all physical devices and accessories, ensuring clarity, compliance, and strong brand presence
- Lead creation of **company branding and marketing collateral** to support growth, recognition, and customer engagement
- Direct **design and development of the corporate website**, optimizing for usability, performance, and brand consistency
- Drive **interface design for customer-facing products and internal tools**, aligning user needs with business goals
- **Manage and mentor a team of designers**, fostering collaboration, creativity, and high-quality delivery across projects.

BioIntelliSense, Redwood City, CA — Sr. Technical Product Manager & Product Designer

JUNE 2023 – AUGUST 2025

As a Sr. Technical Product Manager & Product Designer at BioIntelliSense, I managed mobile app releases across six products and owned the end-to-end labeling process and deliverables for wearable devices, gateway devices, and accessories.

GENERAL RESPONSIBILITIES:

- **Created and maintained product labeling processes** to support large-scale packaging and compliance initiatives
- **Developed product documentation** to align cross-functional teams and support the release of mobile and software projects
- **Managed product design and labeling tasks**, ensuring proper prioritization and alignment with overall project timelines
- **Designed initial product prototypes and mockups** to effectively communicate vision and requirements to stakeholders and developers

BioIntelliSense, Redwood City, CA — Product Manager & Product Designer

JANUARY 2019 – JUNE 2023

As a Technical Product Manager at BioIntelliSense, I managed initiatives for six mobile applications and oversaw product labeling and design tasks for wearable devices, gateway devices, and accessories.

KEY RESPONSIBILITIES:

- **Created and managed product documentation**, including product requirement documents for mobile app features and packaging/labeling updates
- **Oversaw design team backlog and resources** to support initiatives across packaging/labeling, mobile applications, and wearable devices
- **Produced user flows, story maps, and wireframes** to drive project discussions and clearly communicate vision to stakeholders and developers
- **Supported mobile application development and release activities**, including cross-team alignment, dependency management, test matrices, bug triage, and app store submissions
- **Led labeling and packaging project activities**, managing alignment, design reviews, dependencies, and official releases through the company quality management system
- **Communicated risks and escalations to stakeholders** regarding major impacts on timeline, resources, or quality

PROJECTS & ROLES:

- **BioMobile App (iOS & Android) | Product Manager & Designer**
 - Defined product specifications and designed an intuitive mobile UI.
 - Developed in-app support resources with interactive data visualizations using HTML/CSS.
- **BioSync App (iOS & Android) | Product Manager & Designer**
 - Led product specification development and mobile interface design.
 - Created in-app support resources featuring data visualization and HTML/CSS implementation.
- **BioButton Wearable Device | Product Owner (Labeling & UX) / Designer**
 - Oversaw medical device branding, labeling, and packaging strategy.
 - Designed adhesive labeling and packaging to meet regulatory and user experience standards.
- **BioHub Offloader Device | Product Owner (Labeling & UX) / Designer & Firmware Designer**
 - Directed MDDS device branding, labeling, and packaging.
 - Designed LCD screen interface to optimize user interaction.
- **BioReport | Product Owner / Designer & Engineer**
 - Developed product specifications and designed data-rich PDF reports.
 - Implemented HTML/CSS visualizations for enhanced report clarity and usability.
- **BioSticker Wearable Device | Product Owner (Labeling & UX), Designer & Human Factors Lead**
 - Managed medical device branding, labeling, and packaging.
 - Designed adhesive systems and packaging focused on usability and compliance.

Striiv, Redwood City, CA — Product Owner

NOVEMBER 2017 – JANUARY 2019

As a Product Owner at Striiv (acquired by BioIntelliSense), I guided the product vision from concept to launch, collaborating closely with engineering, design, and cross-functional teams. I helped deliver both consumer-facing and enterprise digital products, including Pfizer's digital therapy solution, while leveraging customer feedback and analytics to inform roadmap decisions, drive enhancements, and support marketing and sales initiatives.

KEY RESPONSIBILITIES:

- Produced **wireframes and user flows** to support project initiation, communicate product vision, and refine feature ideas.
- Integrated **analytics into marketing emails to track conversions** and measure engagement trends.
- Conducted **market research, user interviews, and usability testing** to gain deeper insights into potential users.
- Coordinated with **Pfizer on B2B initiatives** to manage and launch a custom digital solution.

PROJECTS & ROLES:

- **Scout HR Product Launch | Product Owner**

- Produced marketing and branding assets for a new wearable product targeting the healthcare market.
- Developed product naming, brand identity, packaging, web presence, PDF reports, wearable UI, and email report designs.

- **Striiv 2017 Holiday Release | Product Owner**

- Created user flows and designs for new in-app purchase features.
- Designed a feature to mute on-wrist notifications and developed device packaging for HSN retail sales.

- **Pfizer BeLive / BeU Product Launch | Product Owner**

- Produced user flows and designed new app features, including PDF data export and an expanded suite of on-wrist and in-app journal options for additional treatment programs.
- Designed a visual input method for pain level journal entries.

- **Striiv Journaling Update Release | Product Owner**

- Designed journal reminders, entry features, and empty states for unused screens.
- Added a consolidated space for users to manage reminders in one place.

- **Striiv Apex HR Product Launch | Product Owner**

- Designed new wearable user flows and device screens.
- Implemented optimizations to highlight urgent battery levels, improve notification readability, and streamline on-wrist journaling features.

Striiv, Redwood City, CA — Web & Graphic Designer

JULY 2015 - NOVEMBER 2017

As a Web & Graphic Designer at Striiv, I collaborated with the design team to support product launches and app releases. I contributed to a wide range of digital and print assets, including the company website, mobile applications, and marketing collateral, helping ensure a consistent brand experience across all touchpoints.

KEY RESPONSIBILITIES:

- Designed **digital marketing assets and email templates** to drive online sales.
- Developed and maintained **Striiv's web presence**, ensuring consistent branding and usability.
- Created **in-store retail displays** to support product merchandising.
- Designed **print collateral for conferences**, including flyers and signage.
- Developed **packaging** for Striiv activity wearables and accessories.
- Edited and enhanced product images and stock photography using **Photoshop**.

WIRED, San Francisco, CA — Web Production Associate

AUGUST 2014 - JULY 2015

As a Web Production Associate at WIRED, I supported the digital publishing team by bringing magazine content online. I produced custom landing pages for featured issues and managed content uploads using the company's WordPress templates, helping ensure a seamless transition from print to web.

KEY RESPONSIBILITIES:

- Arranged content and artwork within WordPress templates to maintain magazine style and consistent website design.
- Cropped and optimized images for galleries and slideshow plug-ins.
- Developed custom web pages in WordPress for specially formatted or featured posts.

Education

The Art Institute of California - San Francisco, San Francisco, CA — Bachelor of Science, Web Design & Interactive Media

JULY 2011 - DECEMBER 2015

- Society of Web Artists and Programmers (S.W.A.P.) Club President (2013)
- Cumulative GPA 3.5