

The **Digital Product School** is awarding the following

Certificate

to **Valentina Gonzalez Abello**

for successfully completing our interdisciplinary program from
26 Feb 2024 - 17 May 2024 as a **Product Manager** of team **Bürger Beats**.

About

Digital Product School is a program by UnternehmerTUM GmbH. Designed as a 3-month full-time program, DPS combines workshops and coaching with hands on experience in digital product development. Students and recent graduates work together in interdisciplinary teams with employees of our partner companies to develop digital solutions using user-centric, lean and agile methodologies.



Steffen Kastner, Principal Product Manager



Brigitte Weber, Product Management Coach

Valentina developed competencies in the following fields

- # Applying Design Thinking methods
- # Agile product development
- # Working according to the Scrum framework (backlog, prioritization, planning, daily stand-ups, reviews, retrospectives)
- # Interdisciplinary teamwork
- # Preparing and conducting problem interviews
- # Preparing and conducting usability tests
- # Risk validation through experiments
- # User Story Mapping
- # Low- & Hi-Fi prototyping
- # Prioritizing opportunities
- # Performance Marketing/Facebook Advertising