


Karen Velasquez

Hi, I'm Karen. I create environments where product teams can do their best work. With over 20 years of professional experience, I bring a blend of engineering roots, delivery depth, and strategic Product Leadership. My career evolved from front-end engineering and Project Management into Product Management and now Head of Product with leadership across Product, Data, and Design. I help businesses turn customer and market signals into better decisions, shape clear commercially viable bets, and execute with confidence across cross-functional squads. I am deeply data literate, comfortable with technical trade-offs, and fanatical about AI.

✉ knv568@gmail.com ☎ +44 7840 021 660 📍 Bath, UK  [/karen-velasquez](https://www.linkedin.com/in/karen-velasquez)

Experience

Head of Product & Design, Signable

Apr 2021 - Present

[Signable](#) is a scaleup B2B2C SaaS platform helping UK SMEs in Finance, Real Estate & Education to get documents signed digitally.

- Progressed through Product Manager, Lead Product Manager, Head of Product, and Head of Product & Data roles.
- Designed and engineered an automated continuous-discovery system that converted customer feedback into a reliable near-weekly interview cadence.
- Introduced and operationalized Money Stories to connect product bets to first-year commercial impact and improve decision quality.
- Led rollout of a Shape Up-inspired discovery operating model (Shaping Sessions, Shaped Bets, and development kick-offs) to replace PRD-heavy workflows.
- Led roadmap and cross-functional delivery across Product, Engineering, Design, Data, DevOps, and QA.

Technical Product Manager, Aer Studios

Dec 2018 - Apr 2021

Aer Studios is an agency that designs and builds applications using a wide range of technologies. Websites, mobile apps, games, platforms and interactive experiences.

- **Diabetes UK:** Planned and delivered new functionality for [their main website](#) and [e-learning platform](#), as well as ongoing maintenance of both applications.
- **Historic Royal Palaces:** Lead delivery of a new [augmented reality digital visitor guide app for Kensington Palace](#). I also looked after the Tower of London visitor app.

- **Roman Baths:** Led the development of [an app with image recognition and Augmented Reality for educating school children](#).
- **RadioPlayer:** Created a new [Radio web player](#), a React front-end that consumes several meta-data APIs and streams for audio playback.
- **Dog's Trust:** Led [the discovery phase](#) and created the Alpha and Beta phase strategy for the delivery of [their new website](#) which integrates with several back-end systems to manage the dog adoption process.

Scrum Master & Agile Project Manager, Unite Students **Apr 2018 - Dec 2018**

Unite Students is a FTSE 250 enterprise that invests in student accommodation.

- Acting as **Scrum Master** for Unite's in-house website and mobile app development team.
- **Project governance:** Communicating with the PMO and Management on progress.

Lead Project Manager, Blubolt **Jul 2014 - Mar 2018**

At the time I was here, Blubolt was primarily an eCommerce platform startup called BluCommerce, rivalling the likes of Shopify.

- Managed the delivery of several B2B and B2C eCommerce websites on the bluCommerce SaaS platform. Some brands I worked with: [TeaPigs](#), [Whittards](#), [RobertWelch](#) & [Seasalt](#).
- Grew and led the Project Management team (three direct reports).

Web Support Team Lead, TravelClick/Amadeus **Jun 2009 - Jun 2014**

I supported a platform called "Toolbox", a CMS designed for the hospitality industry that powers thousands of hotel websites and booking engines all over the world.

- Grew and led the web support team (five direct reports). The position had a significant company-wide impact and was critical to ensuring a seamless customer experience.

Software Engineer, Freelance **Oct 2007 - Jan 2010**

- Both remote and on-site freelance front-end developer for multiple clients.

Implementation Manager, Pearloverseas/Facilisimo **Jan 2007 - Nov 2007**

Pearloverseas.com was a startup marketplace platform for Spanish property developers to sell their new and off-plan properties to the UK market.

- I helped our Spanish sellers to on-board their properties onto the platform.

Languages

English (Native), Spanish (Native)

Education

1997 - 2001 - University of North London BA, Leisure and Tourism Management (2:1) and Principles of Web Design and Development.

Interests

Between looking after my two children and keeping up the household, I like to walk in the countryside; we're avid Geocachers. I'm a keen reader and podcast listener, consuming way too many work related books. I'm also a fan of sci-fi, it helps me disconnect and stretch my imagination.

I enjoy playing board games, card games, computer games, and anything that involves logic, strategic thinking and problem-solving.