

Antonia Willoughby

Product Manager

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Results-driven Product Manager with a successful track record in steering B2B and B2C SaaS solutions to success. Proficient in market analysis, product roadmap development, and timely delivery of high-quality products. Known for a strong analytical mindset, I excel in data-driven decisions and continuous improvement. As a personable people person, I thrive as an effective communicator and collaborator, building strong relationships with stakeholders and cross-functional teams. Passionate about sustainability, I bring innovation, customer-centric focus, and a results-oriented mindset to your dynamic team.

Experience	Product Manager Civica London, UK Nov 22 – Jan 24	At Civica, I led the development of two healthcare SaaS solutions, managing end-to-end product cycles and collaborating with cross-functional teams across UX, technology, and business domains. Personally overseeing improvement projects, I guided them from research and design to implementation, emphasizing creative solutions. My experience extends to successfully managing both B2B and B2C aspects while leading development teams to achieve exceptional outcomes.
	Creative Strategist AYW Creative London, UK Dec 20 – Jan 23	AYW Creative emerged from a passionate pursuit to apply and deepen my industry knowledge, all while championing small and sustainable businesses. Juggling part-time management responsibilities alongside my studies, I garnered recognition through Santander's 'Initiate' fund, empowering me to expand the company's offerings and provide a diverse range of services.
	Chair The Creative Exchange Loughborough, UK Aug 21 – May 22	As Chair of The Creative Exchange linked to Loughborough University Enterprise network, I spearheaded impactful events, notably the "Rethink" design challenge. This initiative facilitated valuable industry experience for students, who collaborated with local businesses to address design challenges, contributing to the local community. In this role, I honed my management skills and cultivated effective collaboration across diverse backgrounds.
	Account Executive Brown Dog Creative Nottingham, UK Sept 20 – Mar 21 & Aug 21	Working across the entire company, I honed my natural aptitude for creative strategy, balancing long-term goals with daily improvements. Post-placement, I freelanced for a month covering the PR and Social lead, successfully managing the team during their absence before returning to university.

Education	Loughborough University Bachelor of Science in Product Design and Technology 2:1 Sustainable Design, Electronics, User Centred Design, Design for Communication
	Upton by Chester High School A Level: Product Design (A*), Environmental Studies (A), Mathematics (B) GCSE: 11 A*-A

Short Courses	LinkedIn: Design for Sustainability Google: Foundations of UX Design Future Learn: Introduction to Agile Project Management
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Skills	Figma Adobe Creative Suite Microsoft Office Azure (DevOps)	Feature Design and Wireframing Agile Project Management Backlog Grooming and Sprint Planning Product Strategy and Roadmapping
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Interests	Sustainable Development Emerging Technology	Travel Cooking
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References	Mark Saunders Product Director, Civica UK mark.saunders@civica.co.uk	Jessica Brown PR & Social Director, Brown Dog Creative jess@brown-dog.co.uk
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