

RACHAEL SHEETER

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EXECUTIVE SUMMARY

Product Manager & Designer with **6+ years** turning quantitative analysis into decisions across investment management, fintech & consulting; working end-to-end from user research & UX through prototyping & build

- Built an AI-powered consumer iOS app solo, concept to App Review; **live in TestFlight beta (shipped <90 days)**
- Led a usability-driven UX overhaul of a client website; **raised customer usability scores from 5.2 to 7.6 (+46%)**
- Owned KPI dashboards, risk evaluation & market valuation; **\$4B portfolio with \$1.5B+ in total invested capital**
- Led investment & portfolio strategy; **responsible: 40K+ individual assets, \$2.5B debt structure, & \$390M+ sales**

EDUCATION

Georgetown University – Bachelor of Science in Foreign Service, Global Business, 2019 (Washington, DC)
Designlab – UX Academy, UX/UI Design Certificate

PROFESSIONAL EXPERIENCE

Freelance | Product Management & Design

Jun 2025 - Present (New York, NY)

- Led design & project management for a website UX overhaul; **raised customer usability scores from 5.2 to 7.6**
- Drove usability tests & partnered with stakeholders, shaped strategy; delivered enhanced features/optionality
- **Solo-built end-to-end iOS application; owned user research, AI integration, UX design & TestFlight release**
- Created comprehensive branding search system for clients & contractors; enabled qualified sourcing to vendors
- Managed a non-profit digital project end to end; **coordinated a team of 4 & built the lead qualification flow**

Napier Park Global Capital | Operations Associate (Product Analyst)

Oct 2022 - May 2025 (New York, NY)

- Owned strategy & performance of a **\$4B infrastructure portfolio**; drove decisions across investment & ops
- Defined success metrics & prioritized capital allocation across **\$1.5B+ invested capital**, maximizing fund return
- Ran continuous market & competitive research (renewables industry, fund benchmarking) to inform positioning
- Built KPI dashboards & monthly reporting adopted as leadership's core decision tool; **\$2.5B debt, 40K+ assets**
- Translated stakeholder feedback into valuation framework updates; aligned fund strategy with user priorities
- Synthesized portfolio data into decision-ready insights; informed decisions **capturing \$390M+ in fund returns**

Bowery Valuation | Associate

Apr 2021 - Sep 2022 (New York, NY)

- Subject Matter Expert of proprietary CRE valuation platform; **appraised 300+ commercial assets** on the product
- Authored & rolled out proprietary platform training & SOPs; standardized adoption & sped up new-hire ramp
- Ran feasibility analyses on \$500M+ in proposed investments, weighing market signals & real-world constraints
- Converted comparative research & data insights into strategic recommendations; delivered \$100K+ in revenue

Deloitte | Tax Consultant (Analyst)

Aug 2019 - Jun 2020 (McLean, VA)

- Planned & ran stakeholder interviews across departments to assess operational impacts of regulatory changes
- Translated the interview findings into recommendations **estimated to save ~30% in incumbent tax obligation**
- Consulted across industries; benchmarked clients against comparable firms & converted analysis into guidance
- Facilitated transfer of tech & formulaic IP post-M&A; oversaw integration of operations into global R&D arm

SKILLS & TECHNOLOGY

Product: User Research, Usability Testing, Competitive & Market Analysis, Prioritization, Metrics & Analytics

Design & Build: Figma, Prototyping, Responsive Design, AI-Assisted Development, Agentic AI, KPI Dashboards