

Eimear Moore

Product Owner | Product Manager

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PROFILE

Product Owner with 4+ years across telco, fintech and government, certified PSPO, and a track record of shipping AI-driven products that move commercial metrics: a €1.2m chatbot delivering €800k annual savings, NPS +20% and retention doubled to 80%. Comfortable owning the full cycle — discovery, roadmap, user stories, delivery and C-suite reporting — and known for turning complex technical and regulatory detail into products customers actually use. Seeking a mid-level Product Owner / Product Manager role in a large, collaborative team (open to 482 sponsorship pathways; ICT Business Analyst occupation on the CSOL).

CORE SKILLS

Product ownership & roadmapping • Backlog management & user stories • AI & chatbot products
Stakeholder & C-suite communication • Discovery, research & voice of customer • Agile / Scrum (PSPO certified)
Jira & CRM platforms • Regulated environments (lending, telco) • Data-informed prioritisation

EXPERIENCE

Disability Support Worker (NDIS) — My Strength Factor, Gold Coast *Mar 2026 – Present*

- Deliver person-centred support aligned to participants' NDIS plans and goals, adapting communication and approach to individual needs
- Maintain accurate progress notes and compliance documentation to NDIS standards
- First-hand experience of the NDIS ecosystem now informing a product concept for transparent participant-worker matching (see portfolio)

Product Owner — Bridgit (fintech lender), Sydney *Feb 2025 – Aug 2025*

Owned product delivery for a new lending product for asset-rich clients approaching retirement, working across credit, risk, compliance and business development teams.

- Interpreted complex lending policies and responsible lending requirements with credit, risk and compliance teams, shaping a compliant, customer-centred product proposition
- Partnered with Business Development Representatives to understand customer objections, financial goals and commercial needs, sharpening product positioning and supporting deal progression
- Conducted product and market research to shape the roadmap around genuine customer financial needs
- Identified CRM improvement opportunities that streamlined credit-checker loan sign-off, contributing to 24-hour approval times; contributed to the deployment of 20+ user stories
- Managed in-house CRM feature rollouts end-to-end: requirements, internal troubleshooting, documentation and staff adoption
- Created investor presentations that supported a further \$100m equity investment from Macquarie Bank

Product Owner — Digital Platform Chatbot, Customer Operations — Vodafone, Dublin, Ireland *Oct 2022 – Jan 2024* (concurrent with Product Management Executive role)

Promoted early from the graduate programme to own a €1.2m AI chatbot integration for the customer care department — defining the product vision, roadmap and delivery.

- Crafted product roadmaps bridging business objectives with AI/technical capability, and prioritised delivery through backlog grooming and sprint planning
- Defined product features, wrote user stories and detailed specifications through cross-functional collaboration
- Delivered NPS +20%, customer retention doubled from 40% to 80%, and 70% query containment — yielding €800,000 annual savings in the first year
- Ensured seamless API integration through robust testing with a dedicated design/development test team, using Jira
- Presented product lifecycle and sprint results to C-suite executives in monthly transparency reviews

Product Management Executive, Customer Service — Vodafone, Dublin, Ireland *Jun 2021 – Jan 2024*

Lead advocate for a Vodafone–Gartner digital transformation programme assessing digital maturity across EAME markets.

- Improved customer experience score (CES) by 40% within two years, driving a 20% increase in online purchases
- Delivered a 10% YoY digital maturity uplift — the largest improvement across European markets
- Presented findings and recommendations to leaders across multiple departments

UI/UX Designer — Teen Online-Safety App (Vodafone Foundation) — Vodafone, Dublin, Ireland*Sep 2021 – Aug 2022*
(concurrent role)

- Owned UI/UX for a teen online-safety app with a €700,000 budget; user-testing-led notification strategy achieved 60% retention and 25,000 users at launch
- Seconded to the Loyalty team to launch a gamification campaign concurrently, lifting engagement +10%

Office Administrator / Customer Care, Waste Services — Willoughby City Council, Sydney*Nov 2024 – Feb 2025*

- Managed the end-to-end rebate process — reviewing, assessing and approving applications in line with council policy and regulatory requirements
- Resolved complex and sensitive community enquiries, coordinating across internal departments to close out cases
- Maintained accurate customer and compliance records across multiple internal systems

Front of House Supervisor — Qualia (luxury resort), Hamilton Island, QLD*Jun 2024 – Aug 2024*

- Promoted to the fine dining section; coached and trained incoming staff on service standards
- Coordinated 150+ pax events featuring celebrity chefs and The Australian Ballet

Earlier experience

- Output Production Officer, Bank of Ireland, Dublin (Jan – Sep 2021) — led a short-term security-key delivery project; supervised a team of 20
- Host & Supervisor, Powerscourt Hotel, Wicklow (2019 – 2020)

EDUCATION

Bachelor's Degree, Product Design — Technological University Dublin, Ireland*Sep 2016 – Jun 2020*

Graduated with Second Class Honours

CERTIFICATIONS

- AI Strategy and Management — Royal Melbourne Institute of Technology (RMIT), 2024
- Professional Scrum Product Owner (PSPO) — Scrum.org, 2023
- Project Management Diploma (Agile & SAFe) — Independent College Dublin, 2020–2021
- Digital Marketing Diploma — Digital Marketing Institute, 2020

AWARDS

- Innovation of the Year Award — Irish Loyalty and CX Awards, 2023
- Vodafone Nova Ideathon Winner, 2022
- Engineers Without Borders Award, 2020
- First place, national design competition — awarded the opportunity to develop the product in Kenya