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Product Experience

ruhly Founding Product Manager (pre-launch app) Jun 2026 - Present

- **Scope:** cut the Ramadan v1 to four features and moved the Quran reader, social feed and B2B tools to after launch, so a small team could ship a polished core on a fixed date. Set launch KPIs: D7 retention, K-factor, free-to-paid conversion. Pre-launch, so results come after release.
- **Streak tradeoff:** the streak counted a tap, so a 300-day streak could mean nothing was read. It now counts only once a passage has been open long enough to read: a lower number, but an honest one. Added banked rest days so one missed day doesn't wipe out a habit.
- **Paywall:** kept it dismissible, never a hard gate. Cut two advertised features that didn't exist yet and rewrote the rows around what users feel, not our feature list. Designed ruhly+ (RevenueCat), a Stripe donation checkout, and a two-tier referral program.
- **Trust:** cut onboarding from 11 screens to 8 and flagged the dropped under-13 age gate as an open compliance call. A religious content review I ran before launch caught a bug labelling four ordinary days a year as Eid.

BeReal x Extern Product Management Extern Mar 2026 - Jun 2026

- Mapped the funnel with AARRR and found 6 friction points. The real gap was retention: only a daily notification brought people back.
- Compared TikTok, Instagram, and Snapchat, then proposed friend streaks to give users a social reason to return.
- Prototyped the feature and ran moderated tests, where 82% of tasks were completed successfully.

Vosyn AI Product Manager Intern, Rotation II Nov 2025 - Mar 2026

- Stepped in to lead internal automation for 3 departments after the PM left. Interviewed each team and ranked requests by hours saved against effort.
- Started with the founders' dashboard, which was updated by hand from Notion to a spreadsheet to Power BI, and automated it in n8n. Across all projects, saved 120+ hours of manual work a month.
- Launched an SOP library and internal LLM chatbot (owned prompts and retrieval). Internal tool adoption grew 45%.
- Rewrote user stories to be shorter and outcome-first after engineer feedback; sprint delivery reached 91%.

Vosyn AI Product Manager Intern, Rotation I Aug 2025 - Nov 2025

- Owned the co-watching product built on Vosyn's real-time AI translation engine, which keeps the nuance and emotional tone of dialogue for content like anime.
- Shaped the core experience: users queue videos, pick their language, and watch together in moderated community spaces.
- Worked with Engineering, Design, QA, and AI teams in two-week Scrum sprints.

Projects

Words With Friends FTUE Redesign ↗ Onboarding Teardown, Live Prototype & Test Plan Oct 2026

- Played through the iOS first-time experience and found 4 points where new players drop off before day 1. Ads came up in 58% of 450 recent negative App Store reviews.
- Redesigned the first match with one "Play your first word" button, 3 in-context tips, a balanced starting rack, and no ads, giving up first-session ad revenue to protect D1 retention.
- Built a playable web prototype (real rules, 80K-word dictionary), a spec with 8 acceptance criteria, and an A/B test plan.

ProdHealth ↗ Open-Source Tool for AI Product Quality

- Free browser tool linking thumbs-down feedback to the model or prompt change behind it; flags releases that fail a 24-question test.

PM-OS ↗ AI Workflow for Product Managers

- Chains 6 AI agents to take a product problem from research to a reviewed PRD and clickable prototype (Next.js, Vercel).

Work Experience

BMO Financial Group Physical Security Analyst Jun 2025 - Present

- Triage calls, emails and alarms from 900+ branches at BMO's security intake centre using access control and CCTV, and resolve or escalate incidents within SLA.
- Validate site access lists and handle access requests; coordinate with police, landlords, guards and vendors during incidents.

Education

Western Governors University	B.S., Business Management
George Brown College	Ontario College Diploma, Computer Systems Technology

Skills

Product	User research, prioritization, PRDs, user stories, prototyping, A/B testing, funnel analysis, GTM, Agile
Technical	SQL, n8n, Power BI, APIs, LLMs, RAG, Next.js, Stripe, RevenueCat
Tools & Languages	Jira, Figma, Claude Code, GitHub, Notion · English and French (bilingual)