

Fiyin Adeyera

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SUMMARY

Product builder with 5+ years shipping products across payments, B2B SaaS, and identity. Strongest in taking ambiguous problems end-to-end: from discovery to deployed product. Currently building with AI.

SKILLS

- **Product:** Discovery & User Research, Workflow Mapping, Roadmapping, Backlog Management, Agile/Scrum, Stakeholder Alignment, UAT, User Story Writing, Requirements Documentation, Acceptance Criteria, Data Mapping
- **AI & Technical:** API Integrations, SQL, Figma, Jira, Mixpanel, Google Analytics, Python, Flask, Claude API, Render (deployment), LLMs, Conversational AI

WORK EXPERIENCE

Product Manager | Taproot Foundation | Part-time, Remote, USA | Mar 2026 - Present

- Leading product strategy, PRD development, and go-to-market planning for mission-driven organizations, including positioning, conversion optimization, stakeholder interviews, and developer handoff.

Product Manager | ASTM International (Contract) | Remote, USA | May 2025 - Aug 2025

- Coordinated UAT cycles and QA validation, tracking production readiness blockers and test coverage across payment rollouts.
- Streamlined ticket routing workflows in Jira, reducing engineering handoff time by 30% and accelerating feature delivery by 2 weeks per sprint.
- Evaluated and recommended AI vendors including LLM-based chatbot and generative AI tools to enhance Product Lifecycle Management workflows

Product Manager | Coolbet (acquired by GAN Limited) | Tallinn, Estonia | May 2023 – Jul 2024

- Embedded with operations teams to map payment and onboarding workflows before building; led cross-functional team of 6 to ship integrations processing 400,000+ transactions in week one.
- Shipped government-backed digital identity authentication for 57,000 users, cutting onboarding drop-off and improving completion reliability.
- Doubled sprint velocity from 20 to 40 story points and cut missed deadlines by 75%.

Associate Product Manager | Zageno | Berlin, Germany | Jan 2021 – Mar 2023

- Mapped procurement workflows through user interviews and observation, then led integration of a virtual credit card solution that reduced checkout friction by 50%.
- Resolved operational bottlenecks across address correction, payment autofill, and finance reporting for 40+ internal users across 5,000+ SKUs.
- Managed vendor RFPs and conducted market research to guide feature decisions.

Business Analyst | Ventures Platform | Abuja, Nigeria | Jul 2015 – Aug 2018

- Conducted 50+ customer discovery interviews across fintech and SaaS portfolio companies, informing investment decisions and go-to-market strategies.

PROJECTS

- SignalRank AI - an LLM-powered event ranking tool. Can be tried at fiyin.org
- fiyinadeyera.com - General portfolio, and some case studies.

EDUCATION

M.S. Product Development, Rochester Institute of Technology | Aug 2024 - Dec 2025

M.Eng. Human-Computer Interaction, Tallinn University | Aug 2018 - Jan 2021