



LILIAN ADEIWA

ASSOCIATE PRODUCT MANAGER

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Associate Product Manager with hands-on experience across product discovery, user research, workflow analysis, prioritization, experimentation, and cross-functional product development. Contributed to 3 product initiatives and developed B2B, B2C, and AI product case studies, translating user pain points and behavioral insights into product requirements, prioritized solutions, and measurable success criteria. Brings direct customer experience from managing 180+ customer accounts and contributing to an approximately 20% improvement in customer satisfaction, alongside frontline healthcare experience supporting 300+ weekly interactions. Experienced in evaluating opportunities based on customer value, business impact, feasibility, and risk, with hands-on use of AI for research, prototyping, documentation, and workflow exploration.

SKILLS

Product Management: Product Discovery, Product Strategy, Product Road mapping, Prioritization, PRDs, User Stories, Product Development Lifecycle, Feature Validation, Experimentation, Go-to-market Planning, Product Adoption.

Research & Analysis: User Research, Customer Discovery, Workflow Analysis, Problem Definition, Market Research, Competitive Analysis, Customer Insights, Opportunity Assessment, Data-informed Decision Making, Hypothesis Testing.

Collaboration & Delivery: Agile, Cross-Functional Collaboration, Stakeholder Management, Product-Engineering Collaboration, Product- Design Collaboration, Requirements Gathering, Project Coordination, Problem Solving, Written & Verbal Communication.

AI & Technical: API Concepts, AI Product Strategy, AI- Assisted Research, AI Workflow Design, Rapid Prototyping, ChatGPT, Claude, Gemini, Lovable, Figma.

PRODUCT EXPERIENCE

Product Manager | **BeTechified**

07/2024 – 09/2024

- Collaborated with cross-functional teams across **3 product initiatives**, supporting product development from customer discovery and problem definition through solution validation and iteration.
- Conducted user research, workflow analysis, and competitive research to identify customer pain points, evaluate opportunities, and inform evidence-backed product decisions.
- Translated customer and business needs into **PRDs, user stories, product requirements, roadmaps, and measurable success criteria**, maintaining clarity across stakeholders.
- Worked with designers and developers to explore potential solutions, test assumptions, gather feedback, and refine product concepts based on user and business value.
- Supported prioritization by evaluating customer impact, business value, feasibility, risk, and expected outcomes rather than relying solely on feature requests.
- Used AI tools to accelerate research, synthesize customer insights, explore product ideas, support documentation, and prototype potential solutions.

SELECTED PRODUCT PROJECT

RouteLogic Velocity | **B2B Logistics Product Case Study**

- Investigated why dispatchers were abandoning an existing compliance workflow and reverting to spreadsheets and third-party tools, identifying 3–8-minute verification delays as a key source of operational friction.
- Used workflow analysis and user insights to define the underlying problem and prioritize an embedded one-click compliance verification experience within route assignment workflows.
- Defined product requirements, user flows, success metrics, and validation criteria while considering customer value, operational impact, feasibility, and implementation risk.
- Designed a solution providing immediate pass/fail verification and automated audit logging, reducing verification time to approximately 10 seconds.
- Modeled a compliance workflow improvement that reduced verification time from 3–8 minutes to approximately 10 seconds and increased workflow completion by 58% in the project scenario.
- Used pilot findings to inform iteration and recommendations for broader product adoption.

WORK EXPERIENCE

Medical Administrative Assistant | ZOEMED Clinic

12/2024 – Present, Regina, Canada

- Support **200+ weekly patient interactions** in a fast-paced clinical environment, providing direct exposure to recurring user needs, communication gaps, and workflow friction.
- Identify recurring patterns in patient questions and operational workflows, recognizing opportunities for clearer processes and improved user experiences.
- Coordinate across patients, physicians, external healthcare providers, and administrative stakeholders while managing competing priorities and maintaining accurate documentation.
- Contribute to workflow improvements that simplify communication, reduce avoidable friction, and support more consistent service delivery.
- Translate complex healthcare information into clear next steps for patients, strengthening communication and stakeholder alignment across the care journey.

Customer Success Manager | Surprano Clothing

07/2024 – 11/2024

- Managed relationships with **180+ customer accounts** across phone, email, and social media, delivering personalized support and building long-term customer relationships.
- Improved customer satisfaction by approximately **20%** through proactive communication, timely issue resolution, and consistent follow-up.
- Increased repeat customer engagement by nearly **25%** by strengthening post-purchase communication and maintaining ongoing customer relationships.
- Coordinated and hosted a virtual brand event, supporting event preparation, attendee engagement, live communication, and audience interaction to deliver a smooth and positive customer experience.
- Reduced average response time by approximately **15%** by streamlining customer support workflows and prioritizing customer inquiries.
- Gathered and synthesized customer feedback to identify recurring pain points, changing needs, and opportunities to improve the customer experience.

Project Manager | EPSG

04/2024 – 10/2024

- Planned and coordinated **two projects** from initiation through execution, managing project timelines, workflows, stakeholders, resources, and deliverables.
- Initiated and secured a partnership with another community organization, coordinating stakeholders, volunteers, resources, and project requirements toward shared objectives.

- Managed competing priorities, dependencies, and project risks while proactively resolving roadblocks to keep delivery on track.
- Maintained stakeholder alignment through progress updates, documentation, follow-up, and clear communication of responsibilities and next steps.
- Adapted project plans as new information emerged while maintaining focus on intended outcomes and successful execution.

EDUCATION

B.Sc., Zoology | **University of Ilorin**

2018 – 2023, Kwara State, Nigeria

CERTIFICATIONS

- Google Data Analytics Professional Certificate — Google (In Progress, *Expected 08/2026*)
- AI Product Management — *Product School* | 2026
- Product Management — *Product School* | 2026
- Product Strategy — *Product School* | 2026
- Customer Relationship Management — *Udemy* | 2024