

LILIAN ADEIWA

ASSOCIATE PRODUCT MANAGER | PRODUCT DISCOVERY • EXPERIMENTATION • AI PRODUCT WORKFLOWS

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PROFESSIONAL PROFILE

Product professional with hands-on experience across product discovery, user research, workflow analysis, experimentation, AI-assisted product thinking, and cross-functional delivery, supported by customer and operational experience across technology and healthcare environments. Contributed across 3 product initiatives at BeTechified and coordinated 2 cross-functional projects at EPSG, translating customer, market, competitive, and workflow insights into requirements, priorities, and structured delivery decisions. Managed 180+ customer accounts at Surprano, contributing to nearly 25% growth in repeat engagement, approximately 20% improvement in customer satisfaction, and approximately 15% faster response times, while currently coordinating 200+ weekly healthcare interactions at ZOEMED. Built product case studies across B2B logistics, B2C streaming, and AI workflows, including RouteLogic Velocity with a projected 58% improvement in compliance workflow completion and StreamLine Spotlight with a 15% target increase in 30+ minute viewing sessions, applying structured discovery, prototyping, experimentation, validation, and measurable success criteria.

CORE PRODUCT EXPERTISE

DISCOVERY & STRATEGY

User Research • Customer Insights • Market & Competitive Research • Problem Definition • Workflow Analysis • User Journeys • Prioritization • Product Strategy

MEASUREMENT & AI PRODUCT

Success Metrics • Data-Informed Decisions • AI Product Thinking • AI-Assisted Workflows • Human-in-the-Loop Thinking • Responsible-Use Considerations • Validation

EXECUTION & EXPERIMENTATION

PRDs • Requirements • User Stories • Roadmaps • Prototyping • Hypothesis Definition • Experiment Design • A/B Testing Concepts • Feature Validation • GTM Planning

CROSS-FUNCTIONAL DELIVERY

Stakeholder Alignment • Project Planning • Timelines • Dependencies • Risk & Blocker Escalation • Technical Feasibility Discussions • Documentation • Follow-Through

PROFESSIONAL EXPERIENCE

Product Manager | BeTechified

07/2024 - 09/2024

- Contributed across 3 product initiatives, conducting customer, market, competitive, and workflow research to surface recurring user needs, friction points, market context, and opportunities for product improvement.
- Synthesized qualitative research and customer feedback into structured problem definitions, requirements, user stories, feature descriptions, workflow documentation, and prioritization recommendations, helping translate ambiguous needs into actionable product direction.
- Mapped user journeys and operational workflows to identify dependencies, assumptions, missing steps, and edge cases; evaluated opportunities against user impact, business value, usability, adoption, and measurable success criteria.
- Separated individual feature requests from broader evidence patterns and supported prioritization by assessing user value, business relevance, workflow impact, and implementation considerations rather than treating all requests as equally important.
- Defined hypotheses, validation approaches, experiment concepts, success measures, and launch-planning requirements for proposed improvements, establishing how product decisions would be evaluated after implementation.
- Partnered with product and project stakeholders to clarify scope, discuss feasibility and trade-offs, document decisions, communicate priorities and next steps, and maintain alignment as product needs evolved.

Project Manager | EPSG

04/2024 - 10/2024

- Coordinated end-to-end delivery across 2 cross-functional projects, translating objectives into timelines, milestones, responsibilities, resource requirements, action items, and measurable deliverables.
- Maintained visibility across stakeholder commitments, dependencies, deadlines, risks, blockers, and changing priorities; surfaced issues early and adjusted plans to keep execution moving.
- Drove stakeholder follow-through by tracking ownership, outstanding decisions, deliverables, and next steps while maintaining clear project documentation and status communication.
- Initiated and secured a partnership with another community organization by aligning stakeholders around shared objectives, coordinating discussions and commitments, and supporting execution across organizational boundaries.
- Balanced multiple workstreams and stakeholder expectations by revisiting priorities as circumstances changed, preserving visibility into critical actions while keeping delivery aligned with agreed objectives.

Medical Administrative Assistant | ZOEMED Clinic, Canada

12/2024 - Present

- Coordinate 200+ weekly interactions across patients, physicians, pharmacies, laboratories, and external providers, moving concurrent and time-sensitive requests through complex healthcare workflows.
- Review electronic records and incoming requests, identify missing or inconsistent information, clarify requirements with the appropriate stakeholder, and document communications, decisions, and next steps accurately.
- Prioritize urgent and routine work, track outstanding actions, and escalate time-sensitive matters appropriately while maintaining continuity across EMR and administrative systems.
- Troubleshoot workflow and service issues by identifying the underlying problem, gathering decision-critical information, coordinating the appropriate parties, and maintaining ownership until a practical next step is established.
- Use structured notes, repeatable processes, and careful follow-through to preserve confidentiality, accuracy, consistency, and service quality where incomplete information or missed handoffs can delay another stakeholder's work.

Customer Relations Officer | Surprano Clothing

07/2024 - 11/2024

- Managed relationships across 180+ customer accounts in a remote environment, serving as a primary point of contact for inquiries, follow-ups, concerns, preferences, and ongoing customer needs across phone, email, and social channels.
- Identified recurring customer pain points and behavioural patterns through direct interactions, documenting feedback and using those insights to strengthen communication and service workflows.
- Contributed to nearly 25% growth in repeat engagement and purchasing and approximately 20% improvement in customer satisfaction through proactive follow-up, responsive problem-solving, and recommendations aligned with customer needs.
- Helped reduce average response time by approximately 15% by improving how incoming requests were organized and prioritized, clarifying ownership, and maintaining consistent follow-through on unresolved issues.
- Converted recurring questions, preferences, and customer concerns into reusable insight for future interactions, reducing avoidable friction and strengthening consistency across the customer experience.

SELECTED PRODUCT CASE STUDIES

RouteLogic Velocity | B2B Logistics & Compliance Workflow

2026

- Investigated friction in a slow, manual route-card compliance verification workflow and mapped dispatcher pain points, dependencies, decision points, and audit requirements before defining the proposed solution.
- Translated the workflow into requirements for a one-click verification concept with pass/fail status and automated audit logging, focusing the experience on reducing manual steps without weakening compliance visibility.
- Built an interactive prototype and four-week validation plan with defined success measures; modeled manual verification from an estimated 3-8 minutes to approximately 10 seconds.
- Established a projected 58% improvement in compliance workflow completion as the pilot success hypothesis and defined the figure explicitly as a case-study target, not a production result.

Product Work: Discovery • Workflow Analysis • Requirements • Prioritization • Prototype • Validation Plan • Success Metrics

StreamLine Spotlight | B2C Streaming Discovery & Engagement

2026

- Framed a discovery and engagement problem within a 15,000+ title catalogue, focusing on choice friction and the difficulty of helping users move from browsing to meaningful viewing.
- Developed a curated cinema experience using human-selected content, weekly editorial refreshes, and one-tap playback; produced the user journey, PRD, prototype, and supporting product documentation.
- Designed the experiment and GTM approach around the underlying hypothesis that curated discovery could increase meaningful engagement rather than simply drive feature interaction.
- Proposed an A/B test with a 15% target increase in 30+ minute viewing sessions while monitoring guardrail metrics; the target remains illustrative and not a shipped result.

Product Work: Discovery • PRD • User Journey • Prototyping • Experiment Design • A/B Testing • GTM • Metrics

Juno | AI Copilot Product Case Study

2026

- Explored an AI-assisted workflow through product discovery and problem framing, focusing on where an AI copilot could reduce user effort while remaining useful, understandable, and grounded in a real workflow need.
- Mapped assumptions around user value, workflow fit, output usefulness, and the points at which human judgment or oversight would still be necessary.
- Applied AI product thinking to validation, success measurement, responsible-use considerations, and the trade-off between AI-assisted and deterministic experiences.
- Framed AI as a product choice rather than a default solution, considering whether the added intelligence created enough user value to justify additional complexity, trust, and reliability considerations.

Product Work: AI Product Thinking • Problem Framing • Workflow Design • Validation • Human Oversight • Success Measurement • Responsible Use

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science (B.Sc.) - Zoology | University of Ilorin, Kwara State, Nigeria | 2018 - 2023

Google Data Analytics Professional Certificate | Google | In Progress, Expected 09/2026

Product Strategy | Product School | 2026

Product Management | Product School | 2026

AI Product Management | Product School | 2026

Artificial Intelligence Micro-Certification | 2026

Customer Relationship Management | Udemy | 2024

TOOLS

Product & Delivery: Jira • Trello • Figma • PowerPoint • Google Workspace

Analysis & AI-Assisted Work: Microsoft Excel • Google Sheets • ChatGPT • Claude • Gemini • Lovable