

YAMNA IRFAN

SENIOR PRODUCT MANAGER | APPLIED AI | CONSUMER & ENTERPRISE PRODUCTS

Chicago, IL | Open to Relocation | yamnairfan4@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Senior Product Manager with 6+ years of product management and equivalent product ownership, including experience as Acting Product Manager for AI & Voice Command at Meta across Quest and Ray-Ban Stories. Leads discovery, roadmaps, PRDs, and go-to-market execution in partnership with Engineering, Design, and Data Science. Uses funnel insights, AI evaluation, and customer research to improve product adoption and customer experience, while developing hands-on AI prototypes and automated workflows.

CORE PRODUCT EXPERTISE

Discovery & Customer Research | Strategy & Roadmaps | MVP & 0-to-1 Delivery | PRDs & Requirements | User Stories & Acceptance Criteria | Backlog & Agile Delivery | Funnel Analytics & Experimentation | Go-to-Market Strategy | Voice & Conversational AI | AI Evaluation & Prototyping | VR/AR | Payments & Checkout | API Integration | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Founder & Product Manager, Digital Experience & Automation

Purple Peacock Studios | Chicago, IL | Jun 2023 - Present

- Owned discovery, MVP development, roadmap priorities, and go-to-market execution for a web-based acquisition and onboarding experience supporting 200+ annual inquiries.
- Authored PRDs, user flows, and integration specifications; connected web experiences, MongoDB, Tally, Resend, and Calendly to automate inquiry capture and onboarding.
- Used customer feedback and funnel analysis to prioritize website UX, pricing, and booking improvements; integrated Stripe collection and invoicing for deposits, scheduled payments, and receipts.
- Established cloud media organization and delivery workflows and applied AI-assisted tools to improve operations; aligned creative partners, contractors, and clients on requirements, handoffs, and adoption.

Product Manager

CURO Financial Technologies Corp | Feb 2023 - Jun 2023

Role concluded following company restructuring.

- Owned product initiatives across Cash Money's Canadian omnichannel lending experience, connecting digital onboarding, checkout, and financial transaction workflows with retail storefront operations.
- Translated financial business logic, underwriting rules, regulatory constraints, integrations, and backend data flows into product requirements for forms, navigation, and transaction-critical journeys.
- Used performance data and funnel insights to prioritize customer experience improvements; aligned Engineering, Data, Legal, Marketing, Product Marketing, retail operations, and executives on roadmap decisions.
- Supported the transition from a Waterfall/BA-led model to Agile product ownership, coaching Product Owners on backlog management, user stories, acceptance criteria, and cross-functional delivery.

Program Manager I / Acting Product Manager – AI & Voice Command

Meta | Chicago, IL | Jan 2022 - Nov 2022

Role impacted by Meta's 2022 company-wide reduction in force.

- Assumed product responsibilities following the previous PM's departure, leading discovery, roadmap execution, and feature delivery for Voice Command and AI Assistant across Meta Quest and Ray-Ban Stories.
- Shipped voice features that contributed to a 65% increase in Voice Command adoption; analyzed command usage and behavioral signals to improve discovery, onboarding, and engagement.
- Authored PRDs, feature specifications, and user stories; partnered with ML Engineering and Data Science on speech/intent evaluation, accents, task success, failure cases, and model trade-offs.
- Owned cross-device engagement and notification experiences across mobile and in-app surfaces; worked on VR commerce and payment experiences, including checkout flows and payment adoption.

- Planned global go-to-market execution with Engineering, Product Marketing, Design, Research, Legal, Privacy, and QA; aligned dependencies and launch readiness across hardware and digital experiences.
- Led dogfooding and beta testing, defined success metrics, and used feedback and post-launch analytics to refine requirements and backlog priorities across a 15+ person cross-functional team.

Product Delivery Lead

Coates Group | Chicago, IL | Jan 2020 - Jan 2022

- Led enterprise product delivery for McDonald's USA/Canada, Dunkin', Chick-fil-A, and Whataburger across Switchboard CMS, POS integrations, digital menus, kiosks, and connected hardware.
- Adapted a license plate recognition solution originally built for McDonald's to 50 Dunkin' restaurants, connecting recognition technology, order history, CMS, POS, and drive-through hardware.
- Partnered with Engineering, Data Science, and UX Research to translate customer, operational, and legal needs into product specifications and integration requirements.
- Sequenced development, design, QA, installation, integration, and support under pandemic-era hardware and resource constraints; addressed checkout completion, payment adoption, and ordering experience needs.
- Investigated recurring CMS release failures; secured alignment on client QA, release notes, deployment approvals, off-hours releases, coordinated schedules, and support coverage.
- Shortened monthly deployment cycles to approximately two weeks while significantly reducing post-release failures and support calls.

Digital Marketing Manager

Scheck & Siress | Chicago, IL | Dec 2017 - Dec 2019

- Led digital strategy and go-to-market initiatives for a 15-location healthcare organization; used customer research and competitive analysis to guide website optimization, CRM/marketing automation, and location and service launches.
- Reported directly to the COO, managed agency partnerships, and aligned clinical, operational, and business teams on digital transformation and customer engagement.

Marketing & Communications Specialist

American Society for Dermatologic Surgery | Chicago, IL | 2015 - 2016

- Led integrated digital, print, social, PR, and member-facing initiatives for a national medical specialty association, including an award-recognized skin cancer awareness campaign.

SELECTED PRODUCT BUILDS & PROTOTYPES

- Clout Rentals | AI Concierge & Lead Intake: Built a website, conversational concierge, and admin workflow with approved-policy answers, lead capture, database storage, and owner email notifications.
- Thought Untangler | React LLM Prototype: Built a conversational experience with structured prompts, system instructions, Socratic questioning, and tone guardrails.
- SurAI | Product in Development: Designing a real-time vocal training experience around microphone input, pitch detection, target comparison, and actionable singer feedback.

TOOLS

Jira | Asana | Confluence | Miro | Figma | Pendo | Tableau | Google Analytics | Stripe | MongoDB | Tally | Resend | Calendly | Showit | WordPress | ChatGPT | Claude / Claude Code | Gemini | Emergent | Base44

EDUCATION

Roosevelt University

B.A., Integrated Marketing Communications | Minor: Psychology

Anglo-American University, Prague

Study Abroad | International Marketing & Cross-Cultural Strategy