

KEL WU

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Senior Product Manager shipping B2B and B2C products in SMB commerce and the creator economy. I taught myself AI by building it in public on @productbykel: a DJ copilot on the Claude API, a RAG chatbot, and a news pipeline that publishes to Instagram and YouTube. Doubled digital rebate redemption from 8% to 16% at Quotient and lifted creator onboarding 15% at Social Native. Now leading Clover's Google Offers pilot, which ties online ads to verified in-store purchases. AI Product Management Instructor & contributor at TechCareers.io.

SKILLS

AI Product	LLM product design, agentic workflows, multi-agent orchestration, RAG, prompt engineering, tool use and structured outputs, AI guardrails, human-in-the-loop review, AI-assisted research synthesis
AI & Dev Stack	Claude API / Anthropic SDK, Claude Code, ChatGPT, Gemini, Google AI Studio, Custom GPTs, Zapier, Supabase (Postgres, pgvector, Edge Functions), Next.js, React, Tailwind CSS, Vercel, GitHub, Stripe API, Lovable.dev, Replit, ElevenLabs, Kling AI, Fal.ai, Remotion
Product & Strategy	0-1 product strategy, roadmapping, PRDs, GTM strategy, prioritization, marketplace and platform products, B2B and B2C SaaS, SMB commerce and POS, cross-functional leadership, vendor and partner relations, Agile/Scrum
Design & Research	UX product design, user research, A/B testing, usability testing, rapid prototyping, wireframing, workflow diagrams, mobile-first design, WCAG 2.2 AA
Tools	Jira, Confluence, Figma, Mixpanel, Amplitude, FullStory, Gong, Qualtrics, VWO, UserTesting, Google Analytics, ClickUp, Airtable

EXPERIENCE

Clover

10/25 – Present

SENIOR PRODUCT MANAGER, RETAIL

- Own product for Clover's retail vertical across items, inventory, order management and reporting for SMB merchants.
- Lead the Google Offers pilot, a Clover and Google integration that lets SMB merchants publish offers on Google surfaces. Shoppers claim a QR code to their phone or wallet and scan it at the Clover POS to apply a line-item discount.
- Closed the loop between online ads and in-store sales for SMB merchants, giving them attribution from search to verified POS transaction for the first time.

Tango

06/25 – 07/25

PRODUCT MANAGEMENT / DATA ANALYST

- Synthesized 5,000+ qualitative and behavioral data points from Gong, FullStory, Mixpanel, Qualtrics and Ada chat logs with ChatGPT and Claude to surface the top friction themes in the SMB rewards journey.
- Turned findings into interactive Lovable.dev prototypes for onboarding, reporting and email customization. Product, GTM and UX adopted the insights package to guide roadmap during the Blackhawk acquisition transition.
- Earned executive visibility and a letter of recommendation.

Social Native, Inc.

07/22 – 12/24

SENIOR PRODUCT MANAGER

- Built Creator Discovery from 0 to 1: a searchable marketplace of 200,000+ Instagram and TikTok creators with 20+ filters that let brands find and recruit talent at scale.
- Lifted Instagram creator onboarding conversion 15% (500 to 575 per month) in 3 months by redesigning the setup flow with guided UX, qualifying questions and real-time notifications.
- Owned the UGC Discovery roadmap, curating 50,000+ pieces of creator content into branded assets and embeddable shoppable galleries.
- Shipped TikTok and Instagram paid ads integrations that added 15+ ad performance metrics and sent creator content directly to brands' Ad Manager accounts.

- Automated sourcing, delivery and pricing workflows for Ops and Customer Success, removing 40+ hours of manual work per month.

Neptune Retail Solutions (formerly Quotient Technology)
DIRECTOR OF PRODUCT

02/20 – 07/22

- Launched the industry's first frictionless digital rebate using SMS and OCR receipt scanning, doubling redemption rates from 8% to 16% across millions of transactions.
- Ran VWO A/B tests on Retailer iQ microsites at 98% confidence, driving 30,000+ additional monthly transactions.
- Built a Personalized Email Marketing engine on user behavior and sales data that raised open rates 20 to 25%.
- Owned a six-product portfolio, managing clients, vendors and legal teams, and shipped Enhanced Brand Pages on a custom CMS linking brand content to digital offers and retailer ecommerce.

Neptune Retail Solutions (formerly Quotient Technology)
SENIOR PRODUCT MANAGER

09/16 – 02/20

- Built Retailer iQ microsites, which drove 62% of all user conversions on the digital promotions platform.
- Piloted Digital Weekly Ads and Brand Landing Pages for major U.S. grocery retailers across 2,200 stores in 34 states.
- Reached an average NPS of 80 by refining navigation from UserTesting.com research, and launched the Continuity loyalty pilot to drive repeat trips.

SpiralEdge
PRODUCT MANAGER

01/14 – 09/16

- Migrated email from ExactTarget to Listrak with personalized product recommendations for 2.8M subscribers, and launched a B2B vendor portal for real-time purchase order visibility.
- Built a Customer Service Scorecard across multiple APIs that cut supervisor workload 20%.

AI PRODUCT BUILDS & TEACHING

Product by Kel
FOUNDER | @PRODUCTBYKEL ON YOUTUBE, INSTAGRAM, TIKTOK, SUBSTACK

2024 – Present

- **SetLab.ai:** Shipped a full-stack AI copilot for DJs. An agentic pipeline on Claude Sonnet 4.6 (Anthropic SDK, web search, structured tool use) generates sets with BPM, Camelot key and energy arc, then exports to Serato and Rekordbox. Replaces 30 to 45 minutes of manual prep per set. Next.js, Supabase, Stripe, ACRCLOUD track ID.
- **ClipFrom.ai:** Built an article-to-video pipeline that turns written content into short-form video with script, voiceover and visuals, orchestrated in Claude Code, ElevenLabs, Kling AI and [Fal.ai](#).
- **kelwu.com RAG Chatbot:** Shipped a production chatbot that answers from my resume, LinkedIn and portfolio with source citations. OpenAI embeddings, Supabase pgvector, n8n ingestion with hourly backfill, guardrails for off-topic queries.
- **AI News Engine:** Built a news-to-post pipeline where a Claude Sonnet agent with forced tool use picks stories from NewsAPI and TLDR feeds and writes reel and carousel copy. Flux 1.1 Pro, ElevenLabs and Remotion Lambda produce the assets, which publish to Instagram, YouTube and LinkedIn on Vercel cron after human review. Next.js, Supabase.
- Publish build breakdowns and PM career content across three channels. Created a PM Interview Toolkit whose outreach templates and scripts have helped people land 30+ PM interviews.

TechCareers.io
AI PRODUCT MANAGEMENT INSTRUCTOR & CONTRIBUTOR

02/25 – Present

- Teach aspiring and working PMs to build real AI products, with hands-on curriculum drawn from my own builds. Author technical guides and host live coaching calls on career pivots.

EDUCATION & CERTIFICATIONS

San Jose State University
Pragmatic Institute
Product School
Artificial Intelligence MicroCertification

Bachelor of Science, Marketing
 Certified Product Manager
 Product Management Certification
 AIC