

Ke'Shawn Alexander

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SUMMARY

Product Manager with 5+ years of experience building and scaling consumer, ecommerce, and marketplace products in high-traffic and regulated environments. Proven track record of owning product vision, roadmap, and full product lifecycle, delivering measurable improvements in conversion, retention, and revenue. Strong technical fluency with experience partnering with engineering on platform systems, AI-powered features, and scalable data infrastructure. Skilled in experimentation, cohort analysis, and data-driven decision making.

PROFESSIONAL EXPERIENCE

Spanx

Product Manager

Atlanta, GA

May 2025-January 2026

- Led product strategy and launch of Fit Finder, an AI-powered personalization feature that increased conversion by 10% and reduced return-related friction by 15%
- Authored product requirements documents (PRDs), defined user stories, and managed product backlog using Jira and Confluence, partnering closely with engineering in an Agile environment
- Defined KPIs, performed cohort and funnel analysis using Excel, and used insights to guide feature prioritization and roadmap decisions
- Leveraged Claude and ChatGPT to prototype product concepts, generate user flows, and accelerate product discovery and experimentation
- Led automation and product data infrastructure initiatives, reducing manual operational workflows by 30% and improving system scalability
- Partnered cross-functionally with engineering, analytics, and business stakeholders to align roadmap execution and deliver scalable platform improvements
- Presented product roadmap, performance insights, and strategic tradeoffs to senior leadership

FanDuel

Product Manager

Atlanta, GA

March 2023-April 2025

- Owned end-to-end product lifecycle for activation and retention features for FanDuel's mobile app, increasing retention by 25% through experimentation and conversion optimization
- Defined experimentation roadmap and executed A/B tests, using Amplitude to analyze user behavior, measure conversion funnels, and inform product decisions
- Authored PRDs, technical specifications, and user stories, managing product backlog and sprint planning using Jira and Confluence
- Used behavioral analytics and cohort analysis to identify growth opportunities and prioritize product initiatives
- Partnered with engineering to improve platform reliability and scalability across high-traffic systems
- Collaborated with legal, compliance, analytics, and business stakeholders to deliver features aligned with regulatory and operational requirements

Microsoft

Technical Program Manager

Atlanta, GA

January 2021-January 2023

- Partnered with engineering to define technical requirements and deliver platform infrastructure improvements
- Led cross-functional initiatives to improve system reliability, operational efficiency, and platform scalability
- Authored technical specifications and aligned stakeholders across product, engineering, and operations

EDUCATION

- Bachelor of Science, Computer Engineering, Mathematics Minor — North Carolina A&T State University
- Bachelor of Science, General Science – Morehouse College

SKILLS

- Product Management: Roadmaps, PRDs, Agile, Experimentation, Stakeholder Management • Tools: Jira, Confluence, Amplitude, Notion, Excel, Figma, Claude, ChatGPT • Analytics: Funnel analysis, A/B testing, KPI tracking

LEADERSHIP AND ENTREPRENEURSHIP EXPERIENCE

SkySpot

Startup Operator/Product Strategist

Atlanta, GA

June 2025-Present

- Owned full product lifecycle including user research, roadmap definition, feature prioritization, and MVP launch
- Designed AI-driven personalization and predictive recommendation features to improve decision confidence and reduce friction
- Defined product requirements, user flows, and technical integrations to support scalable platform development
- Leveraged AI tools including Claude and ChatGPT for product prototyping, research, and feature development
- Used Notion to create product requirements, roadmap documentation, and structured user feedback systems, enabling efficient product iteration and decision-making

The Rosa W. Foundation

Founder & President

Atlanta, GA

March 2019-Present

- Designed and scaled a 501(c)(3) nonprofit delivering STEM, financial literacy, and workforce-readiness programming to 100+ high-school students annually.
- Own strategy for partnerships with school districts, corporations, and community organizations across metro Atlanta.