

# MICHELLE AMANZE

## ASSOCIATE PRODUCT MANAGER

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### SUMMARY

Associate Product Manager with experience leading user research, writing specs, and coordinating across design and engineering to ship solutions. Recently scoped and supported delivery of 3+ team-based projects, improving delivery speed by up to 20% and aligning features with real user needs.

### RELEVANT EXPERIENCE

#### Product Management Intern

Dec 2024 - Jun 2025

##### Genesys Tech Hub (Internship)

- Participated in 3 team-based projects, applying product strategy, roadmapping, and backlog management in agile environments.
- Conducted user research and market analysis, helping to define MVPs and improve feature relevance by 20%.
- Collaborated with cross-functional teams (design, engineering, QA, data) to ship usable features and boost delivery speed by 15%.

#### Operations Coordinator

Aug 2024 - Jan 2025

##### Hakabod El-Olam Law Offices Abuja, Nigeria

- Streamlined document workflows, reducing turnaround time for internal legal processes by 20%.
- Coordinated across legal and administrative teams to meet tight client deadlines, improving response time by 30%.
- Produced 10+ detailed case reports to support data-driven decisions by senior partners.

### PROJECTS

#### Product Strategy & Research – Learnable Internship (2025)

##### *Product Management Track (Remote)*

##### - The Pivot Nigeria Dual Website Launch

- Coordinated cross-functional team of 14 to deliver two responsive websites in one week for a civic movement targeting African changemakers and 3,000 MSMEs.
- Implemented phased delivery approach (Challenge site in 3 days, main site in 4 days) completing the project ahead of schedule with full stakeholder requirements met.

##### - FlatShare: Digital Housing Marketplace for Abuja

- Conducted comprehensive user research (82+ interviews/surveys) identifying that 78% of young professionals spend over 50% of income on housing in Abuja.
- Developed end-to-end product strategy and MVP prototype achieving 87% user appeal rating and validated 40% cost reduction potential through shared accommodations.

## - Facebook Feed Toggle Redesign Sprint

- Led cross-functional design sprint to address newsfeed clutter, developing a dual-feed toggle system that is estimated to increase user engagement by 18%.
- Discovered significant usage disparity between user segments through post-launch analysis, initiating a second design sprint to create inclusive solutions that ensure equitable feature value across all user types.

## - ShantyBay: Digital Marketplace for Nigerian Small Retailers

- Identified digital commerce barriers for small Nigerian retailers through stakeholder interviews, revealing 40% revenue losses from manual processes.
- Developed and tested a mobile-first marketplace platform, achieving 63% increase in vendor trustworthiness and 2.5x higher purchase intent through trust-centric design iterations.

## - URGENT 2KAY; Fintech Platform Development

- Led cross-functional team of 24 through 4-week sprint to build bill bundling platform, delivering MVP from concept to production with provider API integrations and automated payment disbursement.
- Coordinated iterative development process with weekly milestones, conducted user testing with 5+ beta users, and implemented critical feedback to optimize user experience.

## - TruthCheck: Misinformation Verification Platform

- Led cross-functional team through 5-day agile sprint to develop information verification tool for Nigerian citizens, managing scope and stakeholder requirements.
- Delivered functional Quick Check Tool with mobile-first design, balancing verification speed with accuracy through tiered validation system and multi-language support.

## SKILLS AND TOOLS

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|----------------------------------|-----------------------------|--------------------|
| • Product Strategy               | • Feature Prioritization    | • Notion           |
| • User Research                  | • Requirements Gathering    | • Mixpanel         |
| • Problem Solving                | • Product Documentation     | • Google Suite     |
| • Agile Methodologies            | • Competitive Analysis      | • Microsoft Office |
| • Cross-functional Collaboration | • Stakeholder Communication | • Figma (basic)    |
| • Sprint Planning                | • Jira                      | • Slack            |
| • Roadmap Planning               | • ClickUp                   | • Miro             |

## EDUCATION

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**B.Sc. Applied Microbiology and Brewing**

Nnamdi Azikiwe University, Awka

**2016**

## CERTIFICATIONS & TRAININGS

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**Learnable Product Management Certificate – Genesys '25**

**Issued 2025**

**Project Management Fundamentals – BPMA '19**

**Issued 2019**

**Proficiency in Management – Nigerian Institute of Management '19**

**Issued 2025**