

MICHELLE AMANZE

ASSOCIATE PRODUCT MANAGER

Abuja, Nigeria | michelleamanze@gmail.com | [LinkedIn](#)

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 designed 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.
- Conceptualized 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

- | | | |
|----------------------------------|-----------------------------|--------------------|
| • 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

B.Sc. Applied Microbiology and Brewing

Nnamdi Azikiwe University, Awka

2016

CERTIFICATIONS & TRAININGS

Learnable Product Management Certificate – Genesys '25

Issued 2025

Project Management Fundamentals – BPMA '19

Issued 2019

Proficiency in Management – Nigerian Institute of Management '19

Issued 2019