

# Jackson Eng

347-831-4488 | [jackson.eng@gmail.com](mailto:jackson.eng@gmail.com) | New Jersey, USA | <https://linkedin.com/in/jacksoneng>

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Product Leader with 8+ years leading personalization, recommendation, and data-driven platforms across consumer marketplaces and wellness products. Proven at owning end-to-end personalization systems from onboarding and intent modeling to adaptive feeds and long-term retention while partnering closely with ML, data science, engineer and design. Passionate about simplifying complex decision-making through thoughtful, chef and user-centered product experiences.

## EXPERIENCE

**Product Consultant & Founder** | Jaarky LLC | New Jersey  
*AI Adoption, Product Strategy, and execution*

May 2024 – Present

- Lead executive discovery and workflow analysis to identify high-impact AI and automation opportunities, **driving faster adoption and clearer ROI** through defined success metrics and validated use cases.
- Design end-to-end solution architectures and roadmap sequencing to modernize customer and operations workflows, **improving efficiency, usability, and change adoption across teams**.
- **Build and launch 0→1 AI-enabled products**, defining behavioral signals, feedback loops, and recommendation logic, reducing risk and accelerating learning prior to scale.

**Senior Product Manager** | DVORA | Jersey City, NJ  
*Marketplace & operations platform*

Sep 2023 – May 2024

- **Unified fragmented CRM and operational workflows** into a single data-informed operating model, eliminating manual handoffs and unclear ownership across teams.
- Introduced automated, signal based workflows and real-time prioritization logic, enabling teams to focus on the highest impact work and reducing operational friction and response time.
- Delivered a centralized workflow experience, driving over **37% efficiency gains**, reducing resolution time by **15+ hours**, and **improving CSAT from 3.14 to 4.93**.

**Head of Product** | FocusCalm | New Jersey  
*EEG neurotech + mobile SaaS*

May 2022 – Feb 2023

- Stalled growth caused by intuition-led prioritization prompted a data-driven reset of product strategy, embedding a product-led, experimentation-focused mindset that unlocked higher impact innovation.
- Designed and **launched structured programs for clinicians and sports conditioning coaches** to use with their clients, embedding data-driven insights into provider workflows and strengthening habit formation.
- Expanded the platform into a B2B SaaS offering for clinical and coaching use cases, driving **63% retention growth** and **2x revenue** by improving usability, trust, and repeat engagement.

**Director of Product** | Breethe | New Jersey  
*Global wellness app (10M+ users)*

Jul 2020 – Jun 2022

- Identified early stage drop off in the new user journey and led a shift from static content discovery to guided, personalized journeys, **increasing new-user conversion by over 22%**.

- Introduced AI-driven, context-aware recommendations across onboarding and engagement flows, driving **35% engagement growth**.
- Built an experimentation and personalization framework, **improving retention by 18%** while **scaling to 10M+ users**.

**Founding Product Manager** | Piñata | New York, NY  
B2B2C fintech | Rent payments & rewards

Feb 2019 – Jan 2020

- Owned the **0→1 build of a regulated B2B2C platform**, leading discovery with users and partners to define core workflows, requirements, and MVP scope.
- Translated business and compliance requirements into actionable product specs, partnering with engineering and legal to deliver a **production-ready product in under 6 months**.
- Launched and iterated with real users, validating **product-market fit** and scalability in a highly regulated environment.

*Earlier Experience: 5+ years delivering healthcare software and digital transformation initiatives for hospitals and clinical organizations, working closely with providers, administrators, and IT teams on workflow modernization, data integration, and adoption.*

#### CORE STRENGTHS

**0→1 Product Ownership** – Discovery through launch and iteration in lean, ambiguous environments

**Provider & Healthcare Workflow Design** – Usable, trusted products for clinicians and care teams

**Regulated Product Development** – Shipping compliant products in healthcare and fintech

**Data Integrations & APIs** – End-to-end ownership of product data flows and integrations

**Product-Led Growth & Adoption** – Improving activation, engagement, and retention through data

#### EDUCATION

**AI Community Learning Program**, Microsoft Teams 2025

**AI Product Management**, Program Certification, Product HQ 2023

**Syracuse University** | Syracuse, NY  
**B.S. Marketing and Information Management & Technology**