Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Dynamic Senior Product Manager with extensive experience in AI-driven product management and user-centric design. Proven track record of leading cross-functional teams to deliver exceptional user experiences. Successfully scaled Wercflow to 20,000 users and achieved 500K+ downloads for Glossom. Proficient in utilizing tools like Figma and PostHog to inform product specifications and enhance UI/UX principles, ensuring alignment with cloud infrastructure and design systems.

Employment History

Founder & Head of Product, Wercflow, New York | Berlin

JANUARY 2022 — JANUARY 2025

- Designed and launched AI-driven solutions automating media production workflows, enhancing user experience and operational efficiency.
- Implemented a product-led growth loop that scaled Wercflow to 20,000 users without paid marketing, leveraging automated data imports.
- Developed onboarding processes that boosted activation rates by 45%, ensuring a seamless user experience while managing sensitive data.
- Engineered self-regulating data loops to enhance user engagement and retention, reducing churn through automated enrichment and AI-driven recommendations.

Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 — DECEMBER 2021

- Led product strategy across core authentication, provisioning, and security apps, serving 2.5M+ users within the Atlassian ecosystem.
- Shifted product focus to cloud-native, user-friendly marketplace solution, moving away from legacy enterprise tooling to scalable SaaS offerings—accelerating adoption and retention.
- Introduced AI-driven automation to simplify complex security workflows, reducing setup time and boosting customer satisfaction.
- Championed a data-driven roadmap, embedding KPI/OKR frameworks to align cross-functional teams around growth, usability, and cloud migration goals.

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 — OCTOBER 2019

- Launched and scaled a UGC-driven marketplace, achieving 500K+ downloads through product-led growth and viral sharing mechanics.
- Built a rapid experimentation framework, running 50+ A/B tests across onboarding and engagement, boosting activation by 30%.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website.
- Drove an 11% uplift in conversion rates by embedding user-generated content directly into eCommerce flows, enhancing personalization.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

AI engineering

user experience

product management

Figma design

PostHog analytics

UI/UX principles

design systems

cloud infrastructure

user insights

rapid experimentation

Product Roadmapping & Execution

Languages

English Native

German B1

Spanish A2

Product Manager, 19th & Park, New York

MARCH 2016 — AUGUST 2017

- Launched Treauu, a creative content, experiential, and production agency delivering projects across New York, LA, Atlanta, London, and Paris.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, from ideation through to launch.
- Engaged with leading clients such as Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development and strategy for digital campaigns.
- Collaborated with creative and production teams to deliver high-impact pitch materials, including RFP responses and proposals.

Business Analyst, S&P Global, New York

JUNE 2014 — JANUARY 2016

- Led financial analysis and forecasting for a multi-million dollar PC refresh project, resulting in a projected $15 million quarterly cost reduction.
- Oversaw the R&D and Section 1099 Tax Credit initiative in collaboration with PricewaterhouseCoopers, engaging senior stakeholders to secure significant IRS tax credits.
- Analyzed and streamlined internal project management and budgeting processes, enhancing reporting accuracy and operational efficiency.
- Defined business requirements and coordinated with technical teams to deliver timely system updates and off-cycle releases, improving workflow continuity.

Analyst, Goldman Sachs, New York

JANUARY 2013 — JUNE 2014

- Partnered with Talent Acquisition, HR, and business leaders to deliver data-driven insights that optimized workforce strategy and informed executive decision-making across the Securities division.
- Designed and developed advanced visualizations to illuminate key workforce trends, uncovering opportunities that drove strategic initiatives within the global organization.
- Led root cause analyses on critical operational and talent-related issues, implementing data-backed solutions and establishing tracking mechanisms to ensure measurable, continuous improvement.

Education

BSc, Saint John's University, New York City

AUGUST 2008 — MAY 2012

Double in Finance & Integrated Marketing