

# ISAIAH PEGUES

Director of Product, Client Experience

To  
**Ethic**

From

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**Dear Ethic,**

I am excited to apply for the Director of Product, Client Experience position at Ethic. With over 7 years of experience in product management, I have a proven track record of enhancing client experiences and driving user engagement in the fintech sector. My leadership style emphasizes collaboration and user-centric design, ensuring that product strategies align with both business objectives and customer needs.

At Wercflow, I successfully scaled the platform to 20,000 users without marketing by leading the development of AI-driven features that streamlined workflows for creative teams. My ability to collaborate with cross-functional teams allowed me to define a product roadmap that prioritized user feedback and operational efficiency. This approach is documented in my case study, "From MVP to Monetization in 3 Hours," available at <https://isaiah.pegues.io/case-study-shipped-in-3-hours>.

In my role at Resolution, I enhanced user management within the Atlassian ecosystem, significantly improving productivity and user experience. By developing a comprehensive product lifecycle strategy, I ensured that our offerings remained aligned with client needs, achieving a 45% activation rate through targeted user feedback integration. My experience in managing stakeholder communication and driving collaboration across teams positions me well to contribute to Ethic's strategic goals.

I am eager to bring my expertise in product management and user experience to Ethic. I look forward to the opportunity to discuss how my background and skills align with your needs. Thank you for considering my application.

Best,

**Isaiah Pegues**

[Portfolio](#)