

# Rachel Ramkhelawan

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## PRODUCT MANAGER

Product Manager with 8+ years launching AI-driven products in high-velocity startup environments. **Launched AI learning platform to 100K+ users in <1 month with 63% conversion boost** through rapid experimentation and LLM-powered personalization. Currently building AI wellness startup from scratch (full-stack: TypeScript, React, Supabase). Engineering background (B.Sc.) with hands-on experience creating deep tech platforms, prompt engineering, and agentic AI frameworks. Thrive in ambiguous 0-to-1 environments where rapid iteration and user research drive product decisions.

## SKILLS & EXPERTISE

**Product Leadership & Strategy:** Product Vision & Roadmap Development, 0-to-1 Product Launches, Rapid Experimentation & Hypothesis Testing, Growth Loops & Retention Mechanics, Activation & Onboarding Optimization, KPI Definition and Tracking, De-risking & Opportunity Validation

**AI/ML Product Development:** LLM-Powered Features, RAG System Design, Prompt Engineering & Context Tuning, AI Quality Evaluation Frameworks, Agentic AI Systems, Full-Stack AI Prototyping (TypeScript, React, Supabase)

**Platform & Technical Proficiency:** B2B/B2C/B2E SaaS Integrations, Product Operations, Agile Methodologies, A/B Testing & Experimentation, Quality Assurance, Product Analytics (Amplitude, Tableau)

**Cross-Functional Leadership:** Engineering/Design/Marketing Collaboration, Stakeholder Alignment, Executive Communication, Influence Without Authority

**User Research & Data:** User Interviews, Surveys & Behavioral Analytics, Customer Requirements Definition, Persona Development, Data-Driven Decision Making

## PROFESSIONAL EXPERIENCE

### AI Product Consultant

Nov 2024 – Present

Sprekta Inc., Edmonton, AB (hybrid)

**Consulting with stealth startup on behavior-aware AI wellness platform, creating full-stack prototype that improved user clarity and control by 40%+ in early testing by combining adaptive AI with habit science.**

- **Defined product vision and experience architecture** for AI-powered planning tool where users provide context and AI autonomously generates personalized daily plans—no manual planning required. Combines status detection, behavioral insights, and structured data input to create genuinely autonomous planning experience
- **Prototyped full-stack personalization engine** leveraging LLM agentic frameworks, prompt engineering, and behavioral inference to dynamically adapt user plans; researching IP for predictive algorithms while learning full-stack development hands-on

### Product Manager

Feb 2021 – Nov 2024

Chegg, Inc., Santa Clara, CA (remote)

**Launched AI-powered learning platform to 100K+ users in <1 month, driving 63% conversion boost, 200% signup surge, and 25% monthly active user growth through LLM-powered personalization and cross-functional execution.**

- **Drove post-launch adoption from 0% to 25% target** by implementing user event tracking, conducting research to identify high-value features, and prioritizing improvements based on behavioral analytics; achieved **50%+ weekly engagement and 85% satisfaction**
- **Ran continuous experimentation program** to optimize feature adoption and user activation, shipping **3-5 data-driven improvements per sprint** based on behavioral analytics and user feedback loops, driving iterative growth in engagement and retention metrics
- **Orchestrated migration of 1M+ live content pieces** to new platform with zero downtime for 400K+ users by developing incremental batch strategy, prioritization framework, and real-time monitoring system, coordinating engineering, QA, and

operations teams to execute complex technical project under tight timeline constraints

- **Co-created compliance framework managing 300K content experts**, building in-platform assessment tools and subject-specific rubrics that achieved 80+ quality scores across all STEM content
- Led cross-functional teams (engineering, data science, design, marketing, legal) to deliver complex features on tight timelines, **lifting retention by 15%** and **increasing roadmap predictability by 85%**
- **Built STEM content platform from scratch**, designing architecture and tools that scaled to 300K+ users and achieved 85% digital content creation target
- Led product vision for AI-driven STEM learning tools, working with engineering to implement RAG systems that surfaced contextually relevant practice problems based on student behavior patterns and content libraries
- Designed AI evaluation frameworks and prompt engineering strategies to ensure quality control across LLM-generated educational content, partnering with legal and subject matter experts to validate accuracy before student exposure

## Product Consultant, Customer Success Manager

Jul 2017 – Feb 2021

Varafy Corporation, Edmonton

***Drove B2B SaaS product from early-stage startup (small team, limited resources) through 30% YoY client growth to multi-million-dollar acquisition by Chegg, leading product strategy, customer discovery, and rapid iteration cycles that balanced speed with quality to achieve product-market fit in competitive EdTech market.***

- **Led product strategy for 50+ enterprise customers**, conducting discovery workshops to identify pain points, rapidly translating requirements into high-impact roadmaps, and prioritizing features that drove 20% retention lift through continuous customer feedback integration
- Owned product strategy, backlog prioritization, and OKR planning while coordinating engineering, UX, and marketing to deliver scalable content systems
- Authored detailed specifications, user stories, and acceptance criteria, managing full product lifecycle from ideation through QA testing and client UAT

## EDUCATION

### Certificate in Interdisciplinary Leadership Studies

University of Alberta, Peter Lougheed Leadership College

### Bachelor of Science in Engineering

University of Alberta