

SAMUEL ROBSON

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PROFESSIONAL EXPERIENCE

TIKTOK

New York

Product Strategy Manager

2022-2025

- **AI Onboarding & Retention:** Diagnosed slowdown in new advertising revenue growth by analyzing product signals and survey data from 5,000+ advertisers. Identified churn behaviour in novice users and led 8+ XFNs to redesign onboarding with **AI-powered support and routing.** **Results:** **1.5x QoQ new business revenue, 3.0x onboarding completion, +10% CSAT.**
- **AI Usage Research:** Built global adoption insights framework from 2,000+ SMBs; findings directly shaped roadmap for new AI-enabled ad products.
- **Evals Frameworks:** Defined success metrics and KPI framework for SMB AI advertising products, ensuring quarterly forecasts within 5% variance.

ACCENTURE

London

Product Manager

2020-2022

- **AI Data Infrastructure Prototype:** Shipped ML-based data tagging tool in GCP (90% accuracy, 80% efficiency gain), collaborating with a diverse set of stakeholders from legal, engineering and marketing. Presented outcomes to CDO.
- **Interface & Consent Design:** Redesigned transparent, user-centric consent flows for a telecoms client through benchmarking, interviews, and UX testing. Balanced compliance and usability, driving ~\$XX M uplift in sign-ups.
- **Commerce Onboarding Research:** Conducted competitor benchmarking and interviews with 2,000+ merchants to reimagine onboarding. Introduced streamlined verification and gamification; roadmap recommendations adopted by product VPs.

EDUCATION

UNIVERSITY OF CALIFORNIA BERKELEY

Berkeley, CA

Human Computer Interaction MSc

2025-2027

UNIVERSITY OF BATH (Ranked #1 for Business majors in the UK)

Bath, UK

Economics and Management BSc

2015-2019

SIDE PROJECTS

- **Interpretability Tools:** Prototyped interpretable chatbots with output confidence visualization (color-coded responses) and multimodal input (hand-tracking + vision) to study model behaviour.
- **SymTrack (Health Tracking App):** Designed and built full-stack prototype (React Native + FastAPI + Supabase) enabling conversational symptom journaling and behavioural trend analysis.
- **Generative AI Tools:** Built small-business ad script generator and automated news summarizer.

SKILLS

- **AI:** Pytorch, Captum, SHAP, TensorFlow, LLM fine-tuning, prompt engineering, hallucination detection, model evaluation, data pipelines.
- **Technical:** Python, Java, SQL, Javascript, HTML, Git, FastAPI, Supabase/Postgres.
- **Product:** Roadmapping, KPI frameworks, success metrics, market sizing, cross-functional leadership, product experimentation.
- **Design / Research:** UX research, human-AI interaction design, behavioural analysis, prototyping (CSS, React Native, GSAP, PIXI.js).