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: **1.5× QoQ new business revenue, 3.0× 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 to enforce GDPR requirements in GCP (**90% accuracy, 80% efficiency gain**). Collaborated 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 ~**$XXM** 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, LLM fine-tuning, prompt engineering, hallucination detection, model evaluation, data pipelines.
- **Technical:** Python, Java, SQL, Javascript, HTML, Git, FastAPI, Supabase, Postgres.
- **Product:** UX research, requirements, KPI frameworks, success metrics, market sizing, cross-functional leadership alignment, experimentation and testing, interaction design and prototyping (CSS, React Native, GSAP, PIXI.js).