

SAMUEL ROBSON

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PROFESSIONAL EXPERIENCE

TIKTOK / BYTEDANCE

New York

Product Manager (Small Business Growth)

2022-2025

- **AI Onboarding & Retention:** Identified churn drivers from **5K+ advertiser surveys** and product data; partnered with design, engineering, and ops to redesign onboarding with **AI-guided support**, lifting **new-business revenue 1.5x QoQ** and **CSAT +10 pts**.
- **New Segment Development:** Identified a **\$XB** agency segment and prototyped **forecasting** and **export** tools that shaped the product roadmap, driving **\$30M+ in incremental annual revenue at launch**.
- **KPI Frameworks:** Built success metrics and forecasting models for the SMB AI product suite, enabling **quarterly targets within 5% variance** of actuals and clearer visibility for leadership.

ACCENTURE

London

Product Manager (Customer Experience & Data)

2020-2022

- **AI Compliance Product:** Developed an **AI sensitive data-tagging system** in GCP, achieving **90% accuracy and 80% efficiency gains**. Partnered with legal and engineering to balance compliance and usability; secured executive approval to scale across 3 business units.
- **Consent Redesign:** Reimagined telecom user consent flow through benchmarking, interviews, and UX testing. Designed transparent, user-first interfaces that **increased opt-in rate by 15%**, expanding marketable audience and generating **\$20M in incremental revenue**.
- **Onboarding Redesign:** Interviewed **2K+ merchants** and benchmarked competitors to streamline onboarding. Proposed simplified verification and gamified progression; roadmap adoption drove 25% increase in sign-up conversion.

EDUCATION

UNIVERSITY OF CALIFORNIA BERKELEY - *Human Computer Interaction MSc*

2025-2027

- **Relevant Coursework:** *Data Structures & Algorithms, Machine Learning, Databases & Information Systems, Interaction Design, and Artificial Intelligence*.

UNIVERSITY OF BATH - *Management and Economics BSc*

2015-2019

- **Relevant Coursework:** *Business Strategy, Applied Statistics, Operations Management, Financial Modeling, Private Equity & Ventures*.
- *Computing Immersion - International Exchange (University of Illinois Urbana-Champaign)*

SIDE PROJECTS

- **Graph Expertise Search Engine (FastAPI, React/TS, Neo4j):** Developed a graph-based search engine mapping people, skills, and projects from team updates via Claude API; added collaborative filtering and ranking to surface expertise, cutting discovery time from hours to seconds.
- **Conversational Data Collection Framework (React + OpenAI):** Built a repeatable framework using LLMs to convert freeform dialogue into structured metadata; validated it with an app that helps chronic-illness patients log symptoms without survey fatigue.
- **Interpretable Chatbot (Python, MediaPipe, OpenAI):** Built multimodal chatbots with confidence-coded responses and hand-tracking input to study model behavior and user trust.

SKILLS

- **Product & Design:** Market sizing, UX research, prototyping, interaction design, experimentation, metrics.
- **Technical:** JS/TS, React, Python, SQL, Postgres, Neo4j, API integration.
- **AI:** PyTorch, LLM fine-tuning, prompt engineering, evaluation, data pipelines, RAG.