

TOMA TOMONARI

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EXPERIENCE

Graduate Assistant

McMillon Innovation Studio, University of Arkansas | Fayetteville, AR | May 2025 - Present

- Mentor 18 cross-functional student teams working on real business challenges for enterprise partners including Walmart, Sam's Club, P&G, and PepsiCo.
- Organized and coordinated Demo Day event featuring Doug McMillon, leading to 3 additional Walmart project partnerships and 2 Sam's Club project partnerships in the following semester.
- Developed AI-assisted prototyping workshop using Claude Code to enable students to ship working prototypes instead of just pitch decks, addressing consistent Demo Day feedback that tangible demonstrations would be more compelling.

Product Manager

Ox (Warehouse Automation Startup) | Bentonville, AR | Jun 2022 - Mar 2025

- Built human-centered warehouse automation platform that reduces operator onboarding from days to 15 minutes, serving enterprise 3PLs processing thousands of daily shipments across fulfillment centers.
- Vendor Integration: Owned enterprise customer onboarding — gathered specifications, mapped as-is to to-be workflows, and partnered with legacy system vendors to implement automated fulfillment solutions.
- Platform Infrastructure: Led year-long API platform rebuild with CTO to transition from single-customer architecture to modular system, enabling 3x customer scaling with faster onboarding, improving throughput latency, and reducing infrastructure costs.
- 0-to-1 Product: Owned full lifecycle of web dashboard for warehouse managers and executives, providing real-time operational data on labor productivity, order throughput, and fulfillment metrics — achieving NPS 70+ and becoming signature product that attracted new enterprise customers.

Product Lead

Bento @ McMillon Innovation Studio | Fayetteville, AR | Aug 2021 - May 2022

- Built digital menu platform for restaurants struggling with COVID-driven digital transition, conducting customer discovery with ~30 restaurant owners and 100+ diners to validate problem and inform solution direction.
- Won 2nd place (\$10,000) at Arkansas Governor's Cup — built working prototype, crafted pitch deck, and pitched to 100+ audience.

EDUCATION

Master of Science in Product Innovation | University of Arkansas | Expected May 2026

Bachelor of Science in Computer Science | University of Arkansas | May 2022

SKILLS

Product Management: Roadmapping, PRDs, Agile/Scrum facilitation, User research, A/B testing, Stakeholder management, Cross-functional leadership

Technical: APIs, SQL, Python, Git, Jira, Figma, Notion, Data analysis

Domain: Supply chain operations, Warehouse management systems, SaaS, AI-assisted development