

ORISUN ABAYOMI

470-357-3325 | orisunabayomi7@gmail.com | [linkedin.com/in/orisun-abayomi-4a5a23145](https://www.linkedin.com/in/orisun-abayomi-4a5a23145)

SUMMARY

Product Manager with 2+ years of experience in product discovery, customer research, roadmap planning, and go-to-market execution, across consumer tech and legal services. Combines formal legal training (Nigerian Law School; University of Leeds, Magna Cum Laude) with structured, evidence-based product judgment to translate ambiguous problems into clear requirements and shipped features. Founded and led a 0→1 product from concept to launch, and has built applied grounding in AI product strategy and LLM evaluation frameworks through targeted coursework, bringing genuine curiosity about how legal-trained judgment applies to trust, workflow, and delivery decisions in AI-enabled products.

WORK EXPERIENCE

BeReal Remote (Paris, France)
June 2026 - Present

Product Management Extern

- Led an end-to-end **product teardown and competitive analysis** of TikTok, Instagram, and Snapchat, surfacing **15+ prioritized opportunities** that directly informed engagement, retention, and monetization roadmap decisions.
- Authored **PRDs, user stories, and acceptance criteria** mapped to measurable success metrics, translating ambiguous product problems into specs ready for Engineering and Design handoff.
- Built an **MVP roadmap** product vision, feature prioritization framework, and phased delivery plan applying structured, legal-trained analytical rigor to weigh tradeoffs and delivery risk.

The Sizzle and Spoon Abuja, Nigeria
Feb 2025 - May 2026

Founding Product Manager

- Founded and owned 0→1 product strategy** for an independent food-service venture, taking it from concept to a launched, revenue-generating product within 2 months full ownership of vision, scope, and execution with **no prior playbook to follow**.
- Ran **10+ structured customer discovery interviews** to validate demand and define MVP scope, directly shaping which features shipped at launch.
- Established the venture's **first product development process** specs, prioritization, and roadmap cadence still in active use by the team today, contributing to 4% user growth within 5 months of launch.

Tikera Africa Abuja, Nigeria
May 2025 - July 2025

Associate Product Marketer

- Applied **legal and regulatory analysis** alongside customer segmentation and competitive research to sharpen product positioning and go-to-market decisions across multiple customer segments.
- Directed cross-functional coordination across Product, Design, and Marketing, weighing legal risk against feasibility and business impact a driver behind a **25% increase in audience engagement** within one quarter.
- Evaluated campaign performance and engagement metrics to identify optimization opportunities, improving launch effectiveness across initiatives.

JT Agency Abuja, Nigeria
May 2025 - July 2025

Brand management and design Intern

- Led competitive brand audits across **4+ client engagements**, benchmarking **10+ competitor brands** to surface market gaps and positioning opportunities.
- Conducted customer segmentation and value proposition analysis, improving messaging and product-market alignment across multiple consumer brands.
- Partnered with design teams on customer experience and brand consistency while managing multiple concurrent projects in a fast-paced consulting environment.

Product Development Project : (Feminine Helath App)

- Designed and prototyped an AI-enabled product feature, conducting usability testing with 6+ users and translating feedback into prioritized product iterations.
- Led multidisciplinary teams through product strategy and research, balancing competing stakeholder priorities and applying structured legal and analytical reasoning to produce personas, journey maps, roadmaps, wireframes, PRDs, and business cases with data-backed recommendations a workflow directly transferable to enterprise solution.

EDUCATION

University of Leeds - Bachelor of Laws (LL.B.), Magna Cum Laude Leeds United Kingdom | July 2021
University of Leeds International Study Centre - Business, Law & Social Studies Leeds, United Kingdom | June 2018

CERTIFICATIONS

- Implement the Scrum Framework - Google (2026)

- Foundations of Agile Project Management - Google (2026)
- IBM AI Product Manager - IBM (2026)
- AI for Product Managers - Allison (2026)
- Business Analyst/Project Management Officer - Tritex Academy (2025)
- Project Resource Management - LinkedIn (2022)

CORE SKILLS

- **Product Operations & Analytics :** Product Lifecycle Management,Market Research,Journey Mapping,User Stories,Acceptance Criteria,Feature Prioritization,PRD & MVP Development,Product Vision,Requirements gathering,Design thinking, A/B Testing.
- **AI & Product Innovation:** AI Product Strategy, AI-Assisted Product Development, Generative AI Awareness, LLM Product Evaluation, AI Feature Ideation, Intelligent Workflow Design, AI Automation.
- **Technical Skills & Platforms:** Jira, Confluence, Miro, Whimsical, Figma, Google Analytics, SQL, Tableau, Power BI, Notion, Agile, Scrum, Kanban, Microsoft Office Suite, ChatGPT, Claude, Canva, Microsoft Office Suite.