

# XION LESTER

Atlanta, GA • [xion.r.lester@gmail.com](mailto:xion.r.lester@gmail.com) • 850.322.2518 • [LinkedIn](#)

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## PROFESSIONAL SUMMARY

I thrive on building innovative products that solve real user problems. With 10+ years of professional experience and five years leading product strategy and feature development across various B2C products, I leverage data-driven insights and a collaborative approach to deliver exceptional user experiences. I'm passionate about working with cross-functional teams to bring products to life that drive engagement and business growth.

## PROFESSIONAL EXPERIENCE

### Founding Product Manager - Tymeless

FEB 2024 – PRESENT

#### Led Customer Discovery and Roadmap to launch MVP

- Developed and launched Tymeless MVP, **resulting in initial market validation and user engagement through user-friendly platform.**
- Conduct extensive customer discovery and validate key assumptions, **informing feature enhancements and aligning product development with user needs.**
- Prioritize feature roadmap based on user feedback and market research, **enhancing key features and improving user experience.**
- Manage user-centric design approach, **resulting in a product that meets the needs of diverse user segments and enhances overall user satisfaction.**

### Associate Director, Digital Engagement - Emory University

NOV 2017 – PRESENT

#### Led a Program Relaunch with a 430% Increase in Participation

- Demonstrated strong cross-functional leadership by collaborating with data, marketing, and business development teams to execute program's strategic relaunch vision.
- Prioritized a user-centric approach by gathering user data (constituent experience data) and translating insights into program requirements to **deliver an exceptional user experience.**
- Leveraged data analysis to track program performance and user engagement, **ensuring successful program execution and a 430% increase in participation.**

#### Increase Brand Engagement Through Strategic Partnerships

- Drive institution's brand in 5 cities across 3 regions, leveraging external relationships to **increase engagement by 46% and philanthropy by 32% in less than a year.**

### Product Manager - Summer Pack-It

MAR 2014 – JUL 2018

#### Led B2C Product Launch from Ideation to Profitability

- Owned product lifecycle, from conceptualizing the GTM strategy to **successfully launching and scaling the profitable B2C product.**
- Managed product roadmap, backlog, and user segmentation, translating user research into actionable product requirements.
- Created new onboarding workflow for customer purchasing that reduced **hours to minutes and provided a more streamlined, user-friendly customer experience.**

#### Increased Revenue Through Strategic Initiatives

- Developed and executed highly targeted branding and marketing strategies, which **resulted in a 48% revenue increase within three years.**
- Established strategic partnerships, building sales pipelines and **reducing marketing costs by 20%.**
- Secured \$5,000 in funding through pitch competitions and successfully completed a startup accelerator program, showcasing strong entrepreneurial and product vision skills.

## **Project Manager - Independent Sector**

**JUL 2013 – DEC 2016**

### **Improved User Engagement Through Mobile App Development**

- Collaborated with developers to deliver new features for the organization's exclusive mobile app, **resulting in a 49% increase in users and a more positive user experience.**
- Employed a data-driven approach to identify user needs and prioritize features that enhance user engagement.

### **SKILLS SUMMARY**

A/B Testing • Agile Frameworks • SDLC • Jira • Asana • Smartsheet • Wrike • Slack  
SharePoint • HTML • Microsoft Office Suite • Microsoft Project • Google Suite  
Monday.com • Airtable • Qualtrics • Salesforce • Wrike • Tableau • ServiceNow

### **LEADERSHIP, VOLUNTEER, AND PROJECT EXPERIENCE**

#### **Marketing and Communications - Black Product Managers Network    OCT 2023 – PRESENT**

- Develop a data-driven content strategy and roadmap for newsletter and social channels, resulting in increased engagement and alignment with program initiatives.
- Drive growth strategies tracking and analyzing performance and engagement data to optimize content and maximize impact.

#### **Product Fellow - In The Lab**

**MAY 2023 – JUL 2023**

- Developed 0 to 1 product MVP using AI software, utilizing user and market research, roadmapping, prioritization, and GTM strategy.
- Assessed the value, obstacles, dependencies, and potential issues associated with each feature and enhancement, leveraging data-driven insights to inform product decisions.

#### **Product Manager - Roadmap**

**MAR 2023 – APR 2023**

- Managed 0 to 1 B2C product launch of low code, AI story generator tool in five weeks.
- Collaborated with the tech team to gather requirements, ensuring seamless integration of the tool into existing systems and workflows.
- Led prompt engineering efforts, working with ChatGPT to develop a deep understanding of survey questions necessary for the story generator tool, resulting in high-quality and engaging user experiences.

#### **Inclusive Product Fellow - UW Foster School of Business**

**FEB 2023 – APR 2023**

- A comprehensive, competitive program (12% acceptance rate) designed to grow product management knowledge, skills, and experience. Execute data, strategy, design, and execution challenges. Increase understanding of PM methodologies and inclusion best practices.