

# SHANNON LUNSFORD

AI-NATIVE PRODUCT MANAGER · BUILDER PM

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**5K+**

users on a marketplace launch, year one

**97%+**

operational efficiency gained via automation

**~47%**

design-team workload cut in platform rebuild

**~65%**

fewer support requests on rebuilt templates

## // TOOLKIT

**AI & LLMs** — Claude, ChatGPT

**Prototype & build** — Lovable, v0, Softr, Google Apps Script

**Automate** — n8n, Zapier, Make

**Data & ops** — PostHog, Notion, ClickUp, Granola, Wispr Flow

## // CAPABILITIES

0 → 1 product development · product strategy & roadmapping · experimentation & MVP · conversion & activation · user research & discovery · cross-functional leadership · prompt engineering

## // EDUCATION

**B.A. Graphic Design**

Flagler College · 2011

## // CERTIFICATION

**Certified Scrum Product Owner**

Scrum Alliance · ID 1007689

## // SUMMARY

AI-native product manager and builder with 9+ years leading 0 → 1 and growth-stage products across marketplaces and learning platforms. I prototype, automate, and ship systems myself — using AI and low-code to move from idea to working product without waiting on engineering. Proven record of turning ambiguous problems into measurable business outcomes across efficiency, retention, and revenue.

## // EXPERIENCE

**Senior Product Manager · We Are Rosie**

Feb 2022 – Present

- Launched a community marketplace (web + mobile) from 0 → 1, reaching **5,000+ users** in year one — owning roadmap and shipping cross-functionally with design, data, and engineering.
- Built automations and internal tools that eliminated manual workflows and lifted operational efficiency **97%+** — scripting solutions directly rather than queuing them for engineering.
- Own an expert-led AI course product end-to-end (cohort learning, Moodle build, conversion funnel) — positioned as the company's first non-sales revenue line.

**Co-Founder, AI Systems Design · Reframe Studio** CONCURRENT

- Co-founded Reframe Studio, an AI-native operations consultancy helping companies restructure for the AI era — leading AI integration and systems architecture.
- Design AI-native operations: build agents, automations, and workflows (n8n, Zapier, low-code) so AI runs natively inside a business with precision and reliability.

**Brand & Product Consultant · EsselleCreative**

Aug 2020 – Feb 2022

- Founded a consultancy helping coaches and creators launch expert-led courses — **6+ clients, 100% launched**, owned positioning, launch strategy, and conversion-focused course design.

**Product Owner · The Appraisal Lane**

Sept 2019 – Aug 2020

- Shipped bi-weekly releases for the core product; owned roadmap, user stories, and acceptance criteria; ran competitive analysis and A/B tests to guide data-informed decisions.

**Product Owner & Design Team Lead · Buildout**

Feb 2015 – Sept 2019

- Built "Power Pages," rebuilding a sprawling forked-template system into connected, self-updating templates — cutting design-team workload **~47%** and support requests **~65%**, retiring thousands of redundant templates.
- Shipped a versioning system with engineering to safely update template instances across ~10K documents; worked hands-on in CSS/HTML/JS/Liquid. Hired and led **10+ designers**.