CHRISTOPHER TORRES

Senior AI-Native Product Manager | Technical Product Management | AI Prototyping & Product Strategy

Miami, FL · Open to Relocation | 786.424.8475 | christophertorres17@gmail.com | LinkedIn | Website

PROFESSIONAL SUMMARY

Former Chief Product Officer and AI-native product leader with 15+ years combining product accountability, cross-functional execution, AI-assisted prototyping, advanced UX and practical software delivery. I define product vision, MVP scope and roadmaps; balance customer value, commercial potential, technical feasibility, speed and quality in product prioritization; build and direct multidisciplinary product squads; and turn customer research into build-ready requirements. Across Referrizer and Marketeq Digital, I have led recurring product and design strategy reviews for six years and trained 120+ UX designers across my career. Recent work includes decision ownership across a 36-service marketplace, 46 Jira epics, a governed React/Storybook design system and AI-assisted development with Claude Code, Codex and Figma MCP.

CORE CAPABILITIES

0-to-1 Product Strategy & Validation: Customer problems, value propositions, hypotheses, MVP scope, priorities, roadmaps and go-to-market decisions; customer value, cost and speed tradeoffs.

Research & Service Design: Heatmaps, click/scroll analytics, heuristics, card sorting, tree testing, affinity maps, service blueprints and task-success metrics.

Prototype-to-Production Leadership: Interactive prototypes, concept testing, tradeoffs, engineering coordination, backlogs and sprint delivery.

Technical Product Definition: PRDs, UI states, front/back-end requirements, APIs, microservices, integrations, architecture and data models; usability, scalability and implementation-cost decisions.

Acceptance & Quality: User stories, acceptance criteria, edge cases, Test-Driven Development, QA scenarios, regression tests and release readiness.

Growth & Product Outcomes: Activation, retention, funnels, cohorts, conversion testing, Net Promoter Score (NPS), KPI reporting and ROI.

UX Architecture & Product Judgment: Product psychology, cognitive load, accessibility, interactions, information architecture and design systems.

AI-Native Rapid Prototyping: Claude Code/CLI, Codex, ChatGPT, Claude Desktop and Figma MCP for product exploration and working prototypes.

AI-Assisted Product Engineering: React, Next.js, Tailwind CSS, Figma-to-React, component libraries, design tokens, responsive UI and MVP builds.

Repeatable AI Product Workflows: Structured prompts, research synthesis, prototyping, product requirements and engineering handoffs.

Prototype Evaluation & User Testing: Customer walkthroughs, coded prototypes, task flows, usability feedback and scope refinement.

AI-Enabled UX & Design Systems: Figma variants, auto-layout, interactive flows, Figma MCP, reusable React components and implementation QA.

Cross-Functional Delivery: Product, engineering, UX, BA, QA and DevOps leadership; recruiting, mentoring, SOPs and release governance.

Customer Discovery & Experimentation: Client Advisory Boards, interviews, focus groups, usability tests, heatmaps, user analytics, competitive research and journey maps.

PROFESSIONAL EXPERIENCE

Senior AI-Native Product Manager | Marketeq Digital — Nov 2023 – Present

Own product direction, MVP scope, technical requirements and delivery standards for a multi-sided talent marketplace and B2B products. Make final decisions on priorities, user workflows, service boundaries, acceptance criteria and QA readiness; direct product, design, engineering and operations contributors from discovery through staging.

- Set marketplace positioning, product policies and scope through research, competitive analysis and decision reviews. Made documented tradeoffs across checkout, Billing, Identity Verification, Reviews and marketplace visibility; defined 11 profile-visibility gates and published-only listing rules for QA. Balanced marketplace discovery and trust against signup friction when defining visibility requirements.

- Directed requirements and service boundaries for Marketeq Projects (36 NestJS microservice folders) and LeadIQ (approximately 30 implemented FastAPI services). Defined LeadIQ's AI-agent and orchestration architecture for a conversational experience where users specify audience and campaign goals in natural language rather than navigate workflows manually; scoped integrations, APIs and engineering handoffs.
- Directed product planning across 46 Marketeq Projects Jira epics, more than 200 stories and 55 completed issues; also defined 26 TradeLab epics to organize its product roadmap. Set requirements, story priorities, research reviews and QA handoffs. Sequenced MVP priorities around customer value and dependencies, deferring lower-value features.
- Originated the marketplace concept and scoped an MVP around client/talent workflows. Directed AI-assisted prototyping and implementation across a 94-route Next.js front end; personally authored 1,105 of 1,782 repository commits (62%) with Claude-assisted workflows across frontend, backend and desktop work.
- Established Claude Code, Codex and Figma MCP workflows for working prototypes, product specs and implementation review. Set structured prompts, code-review rules, reusable component standards and engineering handoffs; used prototype feedback and technical constraints to revise product scope before release.
- Owned governance of a shared UI system with 70 base components and 104 Storybook stories, alongside 335 TSX component files. Set reusable patterns, tokens, variants and acceptance standards; introduced a custom ESLint rule to prevent raw form controls outside the approved component system.
- Built and led multidisciplinary teams across product management, business analysis, UX/UI, frontend and backend engineering, QA and DevOps. Organized a 19-person engineering and QA team and established 22 cross-functional Scrum squads with clear PM, developer and QA ownership.
- Established 20+ documented PM, Client Advisory Board, engineering and delivery SOPs covering requirements, sprint ownership, QA handoffs, code review and release readiness. Introduced 13 GitHub Actions workflows and CODEOWNERS controls across 50+ paths to make quality standards enforceable.
- Led product and design strategy reviews throughout Marketeq's development, including more than 1,000 design-team sessions from 2023 to 2026. Directed roadmap, prototype, pricing and technical discussions, resolved cross-functional decisions and delegated day-to-day epic ownership to product managers.
- Designed and implemented the cross-functional Scrum operating model: assigned full epics rather than isolated tickets, paired developers with QA, later established PM-owned squads, sequenced work by dependencies and separated MVP necessities from deferred features. Simplified checkout editing to avoid making the MVP dependent on a larger project-planning tool.
- Owned product acceptance and risk decisions. Following checkout research (five participants; eight tasks; 91% baseline task completion), changed the flow to review-first after three users hesitated at the main action; and prioritized the redesign for implementation.
- Set engineering quality and release-readiness standards across multidisciplinary squads, including code-review checkpoints, design-system compliance, restricted changes to critical functionality and documented QA handoffs.
- Recruited, onboarded, coached and evaluated cross-functional contributors; set review standards for research, prototypes, technical documentation and engineering deliverables. Used meeting-based decisions, Jira ownership and explicit acceptance criteria to coordinate work across teams.

Chief Product Officer | Referrizer **Jul 2021 – Nov 2023**

Reported directly to the CEO and led product direction and cross-functional experience delivery for a B2B marketing automation SaaS platform. Managed roadmap/backlog decisions and a major platform redesign spanning dashboards, marketing experiences and lifecycle workflows, with an emphasis on acquisition, activation and retention.

- Owned product priorities, backlog and sprint cadence; translated research, stakeholder needs and competitive opportunities into sequencing decisions and development-ready work across interconnected customer experiences. Balanced acquisition, activation and retention priorities against engineering capacity and delivery timelines.
- Recruited, trained and managed a multidisciplinary design organization, including more than 20 designers. Led recurring product and design strategy reviews, coached team members and coordinated priorities with engineering and business stakeholders.

- Directed a platform-wide redesign across dashboards, onboarding, marketing and customer-lifecycle experiences. Connected research, user feedback and design reviews to product priorities, roadmap decisions and implementation requirements.
- Led initiatives to improve onboarding, customer experience and retention, contributing to a 43% reduction in customer churn. Aligned growth strategy, UX improvements and product priorities with the platform's business objectives.

Senior Product Advisor | CornerstoneAI **Jun 2021 – Dec 2021**

Served as senior product advisor for an AI-focused algorithmic-bias detection platform. Facilitated customer-journey and focus-group sessions to identify core workflows, user needs and perceived product value. Translated findings into product positioning, feature and MVP recommendations, and interaction requirements.

Lead Product Manager | Uptu **May 2020 – Apr 2021**

Originated the consumer social-platform concept and led early product strategy and MVP definition across mobile, web and advertising experiences. Determined the initial value proposition and product differentiation through competitive research, customer focus groups and testing; owned discovery priorities, the design backlog, sprint scope, review decisions and development handoff preparation. Weighed product differentiation and the initial customer value proposition against MVP complexity and time to market.

- Assembled and managed a cross-functional team of UX designers and business analysts. Set research and design assignments, led product/design meetings, established sprint backlog priorities, reviewed and approved user journeys, wireframes, feature flows and interactive prototypes, and used customer feedback to make MVP scope and product-direction decisions.
- Coordinated MVP planning across mobile app, web app, advertising platform and product marketing experiences. Defined shared product goals, reviewed dependencies, resolved design questions and prepared approved product experiences for development handoff.

Senior User Experience Designer | Photon **Mar 2020 – May 2020**

Supported product and UX definition for a prescription drug pricing platform with complex clinical, customer and business requirements. Collaborated with stakeholders, researchers, product managers and engineers to clarify user needs, define feature behavior and document system concepts. Produced information architecture, task flows, design patterns, wireframes, interface specifications and presentation materials; reviewed implementation work and iterated designs based on feedback.

Senior Product Manager | Auto Auction Advisors **Jul 2019 – Dec 2019**

Owned product-experience and lead-qualification decisions for an auto-auction purchasing service redesign. Repositioned the business offer, designed the customer-acquisition journey and wrote the qualification logic for an interactive questionnaire wizard. Defined information architecture, intake and payment flows and implementation direction.

Senior UX Solutions Architect | LTI / Larsen & Toubro Infotech **Jul 2019 – Oct 2019**

Led experience architecture and requirements discovery for enterprise Salesforce-based internal tools supporting City National Bank. Facilitated stakeholder discussions, focus groups and workflow mapping across a matrixed client environment; converted complex operational needs into user journeys, process diagrams, information architecture and interactive solutions. Partnered with business, development and delivery teams to review tradeoffs, communicate designs and support Agile implementation within project constraints.

Senior Product Strategy Consultant | Referrizer **Aug 2018 – Jul 2019**

Advised on Referrizer product and growth strategy, improving the website, marketplace, dashboard navigation, walkthroughs, customer lifecycle and cancellation journeys. Identified barriers to acquisition and retention, recommended business-model and funnel improvements, and helped define the PartnerUp platform concept.

Senior Product Manager | Marketeq **Nov 2017 – Dec 2018**

Led product discovery and experience definition for an enterprise projects marketplace, translating interviews with experts, prospective clients and freelancers into personas, product requirements and more than 100 interface designs. Evaluated competitive positioning, tested low- and high-fidelity prototypes, and used customer feedback to guide product priorities and interaction decisions.

UX/UI Cohort Teacher's Aide | Wyncode Academy **Feb 2018 – Apr 2018**

Supported UX/UI cohort instruction through critiques, lesson materials, workshops and one-on-one coaching. Helped students connect customer problems to research plans, user flows, wireframes, interactive prototypes and usability evaluation. Reviewed assignments for clarity of interactions, design decisions and practical execution while supporting instructors and curriculum delivery.

Information Architect | Interval International **May 2017 – Oct 2018**

Translated business goals and technical constraints into information architecture and product requirements for web and mobile experiences. Worked with business owners, product managers, designers and developers to establish the problem, define features and clarify user tasks. Created sitemaps, process flows, navigation models, wireframes, interactive storyboards and prototypes; iterated with stakeholders to align implementation with usability standards, timelines and budgets.

Senior Product Strategist | Startup Launch Program **Apr 2014 – Nov 2015**

Advised startup founders and teams on early-stage product strategy, differentiation, customer discovery and sustainable growth. Created more than 200 training videos covering value propositions, competitive positioning, conversion funnels, customer retention, marketing channels, viral strategy and UX decision-making. Used product concepts, experience reviews and practical coaching to help teams prioritize what to test and improve before scaling development or acquisition spend. Helped founders weigh near-term acquisition opportunities against positioning, retention and sustainable product value.

Senior Product Manager | Blend Metrics **Feb 2014 – Aug 2014**

Led concept-stage product strategy for an advanced design and prototyping tool and its extension marketplace. Mapped more than 100 prospective market opportunities, framed product differentiation and created IA, marketplace workflows and high-fidelity Axure prototypes.

Product Strategy Lead | Ninseb Enterprises **Jun 2013 – Jan 2014**

Led initial product strategy and UX architecture for an automotive sales and marketing social-platform concept. Clarified the market proposition, designed early workflows and user experience, and owned interface direction, branding, customer testing and growth considerations. Developed the startup pitch narrative and product materials that supported investment offers exceeding $25 million.

Product Manager | Marketeq **Aug 2012 – Apr 2015**

Led 36 desktop, mobile and cloud projects for 28 clients, directing product discovery, requirements, milestones, UX strategy and delivery. Improved product positioning, value propositions and conversion experiences using customer feedback and analytics. Prioritized client investments by customer needs, delivery cost, technical feasibility and expected product value.

Graphic Designer & Digital Marketing Director | Mass Nutrition **May 2007 – Apr 2012**

Directed e-commerce design and digital marketing execution for a nutrition retailer, combining acquisition strategy with website conversion improvements. Conducted market and keyword research, implemented SEO and content initiatives, created campaign and landing-page assets and produced more than 120 category banners. Worked with content contributors and analytics reporting to identify conversion opportunities and improve the consistency of customer-facing experiences.

TOOLS & PLATFORMS

AI-Native Prototyping & Coding: Claude Code / CLI, OpenAI Codex, Claude Desktop, ChatGPT, Figma MCP, structured prompts, rapid working prototypes, AI-assisted MVPs, UI iteration, research synthesis and engineering handoffs.

UX, Design & Research: Figma (interactive prototypes, variants, auto-layout, tokens, systems, dev mode), Sketch, Adobe Creative Suite, Axure, UXPin, InVision, Framer X, usability testing, heatmaps, user behavior analytics, journey mapping, user flows, research synthesis, experiment design and design critique.

Product & Delivery: Jira, Linear, ProductBoard, Asana, Trello, Confluence, Notion, Miro, FigJam, Loom, backlog management, sprint planning, requirements, acceptance criteria and cross-functional delivery.

Technical & Analytics: React, Next.js, Tailwind CSS, TypeScript familiarity, GitHub, Figma-to-code, API/microservice specifications, Python, Excel, KPI dashboards, funnel/cohort reporting, Net Promoter Score (NPS), heatmap insights and usability measures.