

# Kate Sweeney

Digital Product Leader • NYC • sweeneykate.com • kate@sweeneykate.com • linkedin.com/in/ks3228

## Overview

Resourceful product leader with proven success in ideating, launching, and scaling data-driven SaaS products in multiple industries. Skilled in aligning stakeholders and leading Agile teams through iterative product design and development.

## Work Experience

### Senior Product Manager - Lead for CleverAutomations | Cleverbridge | New York, NY (Remote) | Feb.-Sept. 2024

- Led strategic development of a B2B2C platform for AI-driven billing and marketing communication automation
- Partnered with users, engineers, and SMEs to integrate and iteratively fine-tune LLMs and traditional ML models
- Established user feedback loop to refine UI, content optimization, workflow automation, and analytics dashboard
- Trained sales team, identified ideal prospects, and recorded demos to drive engagement and growth

### Lead Product Manager | Agio | New York, NY (Remote) | Mar. 2021-July 2023

- Created and executed an AI-enabled cross-platform automation strategy that streamlined B2B IT support services for 400+ businesses, scaled end user support capacity, and reduced annual ServiceNow cost by \$50K+
- Led a fully remote Agile development team through 0-1 and ongoing iterative development of an extensible API integration platform for customer support automation and AI enrichment of support ticket metadata
- Worked closely with engineers, data scientists, and SME stakeholders to refine requirements, code, and tests
- Improved ticket resolution speed by 50% YoY via end-to-end automation and RAG-enabled LLM chatbot
- Improved ticket prioritization and triage efficiency via NLP-enabled categorization and metadata enrichment
- Led cross-functional stakeholders through process standardization and data-driven digital transformation
- Collaborated with SMEs and CEO to establish best practices, define OKRs, and track KPIs in Power BI
- Refined product backlogs and roadmaps in response to KPIs, stakeholder feedback, and market opportunities
- Promoted from Senior Product Manager; mentored junior product team members and co-designed processes

### Head of Product | Fyle (startup) | New York, NY (Remote) | Dec. 2018-Feb. 2020

- Shaped vision and roadmap for an AI voice assistant and cross-platform communication prioritization mobile app
- Created pitch decks and recorded product demos to raise \$1M+ from investors
- As the first employee at Fyle, partnered with CEO to onboard and manage a fully remote development team
- Led Agile development team through 0-1 iterative design, development, API integration, testing, and beta launch
- Prioritized the product backlog and roadmap based on user testing, competitive analysis, and investor feedback
- Developed technical requirements, wireframes, and interactive UI/UX design mockups

### Product Manager for Digital Operations | The New York Public Library | New York, NY | Aug. 2016-Aug. 2018

- Led 0-1 development of NYPL's open source library services platform, public APIs, and an extensible online catalog that reduced operational costs and expanded public access to 6M+ titles from university libraries
- Aligned cross-functional stakeholders at NYPL, vendors, and partner organizations
- Received the NYPL Leadership Award for improving access to research collections for 16M+ library users
- Collaborated with internal and external stakeholders to refine product backlogs and product portfolio roadmap
- Streamlined and automated circulation workflows; collaboratively developed ETL and indexing processes
- Collaborated with the engineering team to lead the Agile transformation of NYPL's Digital Department
- Promoted from Senior Business Analyst/Product Owner

### Senior Library Associate, Systems | The Metropolitan Museum of Art | New York, NY | Sept. 2010-Oct. 2015

- Streamlined book acquisitions, processing, and access by automating metadata management workflows
- Managed a partnership with the Internet Archive to scan and publish rare books online for public access

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## Entrepreneurial Experience and Personal Projects

### Founder, Solo Product Developer | Objexxx (objexxx.com) | Brooklyn, NY | Dec. 2024-present

- Built an LLM-powered story generator with interactive "choose-your-own-adventure"-style prompt chaining
- Homepage immediately engages users with a random pre-generated story and suggested continuation prompts

### Founder, Solo Product Developer | No Clouds (no-clouds.com) | Brooklyn, NY | Dec. 2024-present

- Built an audio visualization game optimized for spoken-word audio to help users focus on narrative content
- Launched MVP as a browser extension to support a wide range of audio sources and maximize user reach

### Founder, Solo Product Developer | Shop Your Colors (shopyourcolors.com) | Brooklyn, NY | Apr. 2020-present

- Created an engaging, AI-enabled visual search app for shopping across e-commerce platforms by color
- Brought product vision to life by learning full stack development and integrating open source CV models
- Developed a personal color analysis algorithm to instantly recommend clothing based on users' photos
- Iteratively built differentiating features based on market research, user feedback, and usage analytics
- Increased organic visits and click-through rate via SEO and iterative refinements to frontend and backend
- Established and tracked KPIs in Google Analytics, Google Search Console, and affiliate marketing platforms

### Founder, Product Designer | Zaubergezeug Fiber & Yarn (zzfiber.com) | Brooklyn, NY | Oct. 2009-present

- Designed, sourced, and produced unique products for professional artists and the retail craft market
- Developed a scalable process for efficiently dyeing natural and synthetic fibers and textiles on demand

## Education

### Columbia University, New York, NY

- **Master of Science**, Information and Knowledge Strategy, 2016

### Harvard University, Cambridge, MA

- **Bachelor of Arts**, Visual and Environmental Studies, 2010

## Professional Development

- **Certified Scrum Product Owner**, Scrum Alliance, 2024
- **IBM Data Science Professional Certificate**, 2021

## Skills and Expertise

- **Product leadership:** strategic platform development, 0-1 product launches, stakeholder alignment, OKRs/KPIs, user feedback loops, customer discovery, market validation, collaborative requirements development, roadmap and backlog management, Agile/Scrum, product lifecycle management, digital transformation, change management
- **Technical product management:** iterative SaaS platform design and development, AI-enabled workflow automation, REST API integration, generative AI/large language model (LLM) integration, prompt engineering, computer vision (CV)/image segmentation model integration, business process analysis and documentation, extensible design, chatbot/conversational UX, customer segmentation, search and discovery systems, recommendation systems, analytics dashboards, metadata standardization and enrichment
- **Programming:** SQL, JavaScript, Node.js, React, Next.js, Vite, Remix, Python, HTML, CSS, XML, MARC
- **Software/platforms:** Jira, Confluence, Figma, Visio, Google Analytics, Pendo, Navattic, GitHub, VSCode, Vercel, Supabase, Google Colab, JupyterLab, OpenAI, Adobe Creative Cloud - Photoshop, Zoom, Slack, Microsoft Teams, Microsoft Office, Microsoft 365, Google Workspace