

Adam Yassine

Toronto ON | adam.gyassine@gmail.com | 226-504-3934 | [LinkedIn](#) | [Portfolio](#)

EDUCATION

Bachelor of Science, Specialization in Computer Science

Western University, London, ON

Expected April 2027

EXPERIENCE

CARFAX Inc.

Associate Product Manager

April 2026 – Present

- Owned Carfax's **first agentic AI product from 0 to 1 with S&P Global Mobility**, owning the PRD, user stories, acceptance criteria, and phased roadmap across a **20-person** cross-functional team.
- Led **user research and data-driven discovery** with customers, converting pain points into prioritized use cases and scoping decisions for the MVP release.
- Defined and tracked product KPIs targeting a vertical usage increase from **50% to 80%**, a **25-point NPS improvement**, and **40% growth** in dealer contract lifetime.
- De-risked MVP delivery by decomposing a complex agentic system into **use-case-driven phased launches**, gating each release on an automated LLM eval framework across 50 - 100 scenarios.

Data Product Analyst

September 2025 – April 2026

- Built 15+ self-serve **Power BI** and **Tableau** dashboards adopted by product, sales, and leadership to track feature usage and business KPIs without analyst support.
- Analyzed **35B+ records** across **260K+ data sources** in **SQL** to reveal underused features, driving roadmap reprioritization that lifted product usage by **22%**
- Made analytics assets audit-ready under **SOC 2 requirements** by implementing data quality, validation, and governance frameworks across reporting pipelines.

HIVO Inc.

Product Owner

December 2025 – March 2026

- Grew listed inventory by **45%** on a two-sided coworking marketplace by redesigning host onboarding with premium acquisition tools, lifting activation by **30%**.
- Cut projected new-listing time-to-live to **40%** by defining a phased AI roadmap spanning dynamic pricing, intelligent recommendations, and a generative listing assistant.
- Accelerated **MVP readiness** and cut development churn by owning backlog refinement and scope across engineering, design, and business, supporting a **\$250k seed round**.

PROJECTS

UMDB - Creative Social Platform

May 2026 – June 2026

- Relaunched a **social platform for emerging creatives** on React and Next.js, driving a **20% increase in new users**.
- Shipped an **AI assistant** giving early-career creatives instant guidance, owned from build through production launch.
- Opened new revenue paths with monetization and community voting features that let **5,000+ users** curate surfaced work.
- Skills Developed:** React, Next.js, Product Discovery, Feature Prioritization, End-to-End Testing, Rapid Delivery

Encore Financial - Financial Report Automation & AI Market Summary

June 2025 – August 2025

- Built a financial research platform covering **25+ institutions**, cutting research turnaround by **80%** for **100+ advisory clients**.
- Delivered weekly **AI market intelligence** to the advisory team end to end, replacing manual report review with insight advisors used directly in client recommendations.
- Skills Developed:** Python, Claude API, LLM Integration, API Integration, Web Scraping, Task Automation

SKILLS

- Product & Strategy:** Product Road mapping, Feature Prioritization, User Stories, PRDs, User Research, Go-to-Market, Agile
- Data & Analytics:** SQL, Python, Power BI, Tableau, Snowflake, Azure Synapse, ETL Pipelines, Product Analytics, SOC 2
- AI/ML:** Agentic Systems, LLM Evaluation, Model Selection, Prompt Design, RAG, Inference Cost & Latency Trade-offs
- Technical & Tools:** Jira, Confluence, Figma, Azure, AWS, Git, API-Driven Ecosystems, Frontend and Backend Development