Jon Martin

SENIOR PRODUCT MANAGER

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Senior Product Manager with 15+ years shipping consumer products at scale across gaming, consumer platforms, and creator tools. Deep expertise in growth, monetization, and go-to-market strategy at companies including Zynga, Jam City, Genies, and AAA. Currently co-founding a game studio and building with AI-native workflows. Shipped a production app solo from zero to 150 early access members using Claude Code and Claude API, and consulting as a fractional AI PM helping a SaaS startup define its AI product strategy and build investor-ready prototypes.

EXPERIENCE

Founding Technical Product Manager | Memorang — May 2026 – Jul 2026

- Drove launch readiness for 4 concurrent white-label learning apps built for global testing and credentialing organizations, all landing inside the same 9-week window
- Authored the prioritization frameworks the team ran on: a four-question test for any single request and one ranked list of open projects by value and urgency that decided where the next free engineer went
- Built a 51-skill Claude Code operating system plus nightly automation that turned scattered ticket, doc, and channel state into a single morning read
- Shipped clickable prototypes as living specs, replacing written handoffs on UAT flows, client onboarding, and CMS work
- Defined the learner curriculum model (diagnostic ’ study pack ’ practice test) applied across every program, including the formative/summative split that shaped the app architecture

Advisor | Cluck Game LLC — Feb 2025 – Present

- Ran go-to-market, roadmap and launch planning for Cluck with a 10+ person team
- Built the studio's 5-year financial model and investor materials
- Designed the phased go-to-market: Steam Next Fest, indie festivals, creator partnerships, Kickstarter

Founder / PM / Dev | Pottery Friends — Feb 2025 – Present

- Shipped a full product ecosystem solo using AI-native development (Claude Code, Claude API): native mobile app, marketing site, analytics dashboards, and internal docs
- Running a structured early access beta with 150 members: tracking D1/D7 retention cohorts, activation funnels, and PMF surveys to validate product-market fit
- Prioritized by killing scope ruthlessly: cut a planned marketplace after user interviews, pivoted the home screen when engagement data contradicted the hypothesis, reduced 40 onboarding quests to 8
- Owned the full stack end to end across React Native, Next.js, Supabase, Stripe, and PostHog, taking features from zero to production using AI-assisted workflows

Fractional AI Product Manager | Swob — Mar 2025 – Present

- Defined AI product strategy for a swipe-to-hire platform: reframed founder 'AI' assumptions as targeted automations, cutting months of misallocated engineering and surfacing legal risks in predictive turnover models
- Built 5 functional prototypes using AI-assisted development (Claude Code + Next.js + Supabase), each serving as both investor demo and living engineering spec
- Designed AI-ranked candidate pipeline aggregating Indeed, ZipRecruiter, and native applicants. Swipe-to-match prototype reduced manager shortlisting time from days to under 2 minutes
- Prototypes used directly in investor meetings and enterprise sales conversations with restaurant brands

Senior PM | Treasure DAO — Apr 2024 – Nov 2024

- Launched Quest v2 and Verified Actions, increasing user engagement by 30% and reducing data integration time by 40%
- Defined 2024 roadmap; improved team delivery velocity by 25%
- Led the launch of a new chain on Arbitrum, expanding user base by 20% and boosting transaction speeds by 50%
- Shipped refactored web app, gaming marketplace, testnet, and developer portal, increasing active developers by 35%

Senior Technical PM | Mythical Games — May 2022 – Dec 2023

- Shipped a cross-title game services platform that unified engagement and monetization. Player retention up 20%, revenue up 15%
- Delivered the in-game marketplace, piloted in NFL Rivals: cut the storefront to five algorithmically recommended cards, tested with 10% of players, and lifted revenue 20%

Founding Product Manager | Genies — Feb 2021 – May 2022

- First PM hire; set up the product function and supervised two product managers for a year
- Built the Creator Ecosystem from concept to launch with partners like Gucci and GIPHY
- Launched e-commerce storefront generating $100K in weekly sales; shipped mobile app with GIPHY integration, scaling to 3K early users
- Defined GTM strategy that grew alpha community to 1K users

Digital Product Manager | AAA — Mar 2018 – Aug 2020

- Launched an API-driven mobile app to 6M members with real-time vehicle tracking, saving $2M/year in call center costs by shifting support to self-service
- Owned product strategy end-to-end with weekly C-Suite and VP presentations, the only PM reporting directly to executive leadership
- Ran competitive analysis, focus groups, and multivariate tests that drove a 30% improvement in onboarding completion

Product Manager | Big Fish Games — Mar 2017 – Oct 2017

- Built the analytics pipeline from scratch (ETL + Tableau), giving the team its first real-time view of player behavior and monetization
- Ran multivariate tests on onboarding and core loop. Engagement up 20%, session length up 50%

Product Manager | Bandai Namco — Aug 2016 – Mar 2017

- Ran product operations for the PAC-MAN franchise: 10M+ weekly installs, 1M+ MAU at global launch
- Pivoted acquisition from organic to paid after analyzing cohort data. Retention improved 20% because paid users had higher intent

Director of Product | Flow State Media — Nov 2015 – Aug 2016

- Owned product strategy for a suite of mobile games, where content and monetization optimizations drove 8 consecutive months of revenue growth

Product Manager | SUPERLABS — Mar 2015 – Sep 2015

- Led pre-production product definition for a VR game, where competitive research across VR, open world, and MMO genres shaped the design direction (company later acquired by Zynga)

Product Manager | Jam City — Aug 2013 – Mar 2015

- Launched and scaled product to 1M+ DAU
- Developed a $50M product by refining content, design, and monetization
- Drove 20% MoM revenue growth through currency optimizations and content production

Content Manager | Zynga — Jun 2009 – Apr 2013

- Shipped features across 4 franchises (FarmVille, FrontierVille, Treasure Isle, PetVille) during Zynga's peak, learning live ops at a scale few companies have matched
- Built Zynga's first mobile raiding feature (Mafia Wars iPhone), an early bet on mobile that shaped the company's platform shift

SKILLS

AI Product & Agentic Systems: Eval-Driven Development, Agent Workflow Design, Claude Code Skill Authoring, Prototype-as-Spec Practice, Knowledge Graphs & Content Modeling

Product Leadership: Product Strategy & Vision, Roadmapping & Prioritization, Cross-Functional Team Leadership, Go-to-Market Strategy, Stakeholder Management

Growth & Engagement: Retention Loops & Growth Levers, Pricing, Packaging & Monetization, A/B Testing & Experimentation, Live Service Operations, Funnel Optimization & Analytics

Technical Execution: React / Next.js / React Native, TypeScript & Full-Stack Development, Supabase / PostgreSQL / APIs, Marketplace & Transaction Systems, AI Integration (Claude API)

Tools & Platforms: Figma & Design Systems, PostHog / Tableau / Analytics, Stripe Payments & Commerce, Vercel / CI/CD / DevOps, Agile / Scrum / Sprint Planning

Interests: Ceramics, Functional Fitness, Nutrition, Urban Farming