

Benjamin A. J. Rezos

Product Manager • benrezos.com • brezos@outlook.com • New York, NY, USA

Product and behavioral specialist with a robust interdisciplinary background in agile product development, behavioral science, and generative AI. Proven record in leveraging mixed-methods data to drive user engagement and product innovation. Skilled in strategic planning, behavior-change techniques, and data storytelling - I bring a unique cross-disciplinary perspective to achieving business and user goals.

Experience

FiFi

Founder, Creator

New York, NY
Dec 2024 – Current

- **AI product development & integration:** Designed and built FiFi, an AI-powered fashion discovery platform that converts short-form fashion videos into affiliate-ready shopping links, capturing high-intent and otherwise lost retail customers.
- **Technical architecture design:** Designed an end-to-end item detection and retrieval pipeline, combining custom models with open-source AI, delivering fast, high-quality results without costly dependencies for a 41% margin.
- **User research & validation:** Conducted 20+ user interviews and market analysis of 8 fashion services to validate demand, shape product requirements and prioritize MVP features pre-release.

Vela (Mastercard Start Path)

Behavioral Insights MSc Consultant

London, UK
Nov 2024 – Oct 2025

- **Behavioral analysis:** Conducted interviews and thematic analysis, uncovering key behavioral barriers and enablers to users engaging deeply and consistently, doubling D30 retention from early to post-pilot through agile product sprints.
- **Quantitative assessment:** Conducted statistical analysis of POS and user data to track the performance and environmental impact of Vela's pilot scheme, providing ongoing success metrics for iteration and fundraising communications.
- **Optimization strategy:** Combined research-backed insights, behavioral models, and behavior change techniques to identify and prioritize high-ROI levers now incorporated into Vela's series A roadmap.
- **Research communication:** Communicated Vela's quantitative and qualitative pilot results to investors and stakeholders at London Climate Week, helping to secure a partnership with Europe's largest food services provider.
- **Reporting formulation:** Collaborated with the World Resource Institute to develop a now industry standard approach to measuring and reporting avoided emissions.

Clyx

UX Lead

Miami, USA/ London, UK
Aug 2021 – Mar 2024

- **Leadership and team management:** Led UX research and design for 100+ updates, contributing to and managing Clyx's update pipeline in Linear for 5 team members. Empowering team members to collaborate on critical projects while ensuring alignment with strategic goals and timelines.
- **Early-stage business development:** Formulated pitch decks, conference presentations and data reports alongside company executives, leading to a series A round of \$10 million raised at a \$100 million valuation.
- **Geo expansion:** Conducted market and competitor analysis to optimize cross-team efforts in product positioning and growth strategies, leading to over 50,000 US downloads in the first 18 months of expanding to the US.
- **User-centric design:** Conducted 120+ interviews, focus groups, & usability testing sessions virtually & in-person to iterate features rooted in user stories and personas, leading to a 53% improvement in D30 retention from 2023 to 2024.
- **Roadmap prioritization:** Optimized the product roadmap in collaboration with cross-functional teams, leveraging data-driven OKRs, business requirements, & user feedback to secure an 89% on-time delivery rate & a 34% average feature adoption rate.
- **A/B testing & CRO:** Spearheaded in-app A/B testing, resulting in a 34% uplift in onboarding completion and a tripling of the conversion rate of users to content creators over six months.
- **Machine Learning Integration:** Integrated AI through an automated content supplementation system, doubling in-app event content and providing personalized venue recommendations during the event creation experience.

Education

Johns Hopkins University (JHU)

Certificate in Applied Generative AI - TBD

Baltimore, Maryland
Oct 2025 – Current

University College London (UCL)

MSc Behavior Change - Distinction

London, UK
Sep 2024 – Sep 2025

University of British Columbia (UBC)

Bachelor of International Economics - Distinction

Vancouver, Canada
Sep 2017 – Jun 2021

Skills

Agile methodologies • Data Science (Python, SQL, R) • Behavioral diagnosis & analysis • Behavioral intervention development • AI product development (VS Code, Claude Code, Codex) • Prompt engineering • Road mapping & prioritization (Linear, Trello) • A/B testing & experimentation (Mixpanel) • UX Design (Figma) • Prototype development (Figma, Flinto) • Market & competitive analysis