

Jordan Avery — Product, end to end

I take fuzzy problems to shipped outcomes. Selected work below; full case studies on request.

Onboarding revamp — activation 41% → 52%

- **Context:** new users hit value too late; week-1 activation had stalled for three quarters.
- **My role:** owned discovery, the PRD, and cross-functional delivery (eng + design + lifecycle).
- **What I did:** cut the signup flow from 5 steps to 3, added a guided first action, instrumented the funnel.
- **Outcome:** activation 41% → 52%, drop-off 18% → 9%, ~\$140k ARR unlocked. Now the team's north-star play.

Platform migration — zero downtime

- **Context:** legacy monolith blocked the roadmap; a migration had been deferred twice as "too risky".
- **My role:** drove the plan across 3 squads over 6 months; owned sequencing and the rollback gates.
- **What I did:** phased cutover behind flags, contract tests at every seam, a go/no-go per phase.
- **Outcome:** shipped with zero customer downtime; unblocked the next year of roadmap.

How I work

Discovery before solutions · the smallest test that proves it · ruthless about the one metric that matters.