

# Adedayo Ayegbusi

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## EXPERIENCE

### Technology Product Owner

#### Fidelity Investments

September 2022 – Present, Jersey City, NJ

- Defined and owned the product roadmap for workplace services applications, aligning with business needs, compliance standards, and security requirements.
- Led Agile teams to develop feature enhancements for enterprise-wide workplace applications, improving service efficiency by 30%.
- Spearheaded automation initiatives, integrating PowerApps and SharePoint workflows to design and deploy an external facing document repository, reducing processing time by 50%.
- Collaborated with internal development teams using Azure DevOps to implement Single Sign-On (SSO) authentication for workplace applications, improving security and user experience.

### Solutions Analyst

#### Vitech Systems Group

August 2021 – July 2022, New York, NY

- Designed and optimized product features for insurance and pension administration platforms through Jira, reducing claims processing errors by 25%.
- Managed backlog grooming, sprint planning, and cross-functional alignment to ensure seamless feature delivery.
- Authored 30+ user stories, functional specs, and process documentation, improving onboarding efficiency for business users.
- Led API testing (Postman) and database validation (PL/SQL), reducing deployment defects by 40%.

### Ecommerce Product Manager

#### LucidTailgate

September 2018 – September 2020, Frederick, MD

- Executed A/B testing and behavioral analysis to refine digital campaigns, identifying optimal messaging that increased conversion rates by 50% and boosted revenue by \$15K/month.
- Designed a data-driven customer retention strategy (personalized email marketing, push notifications, loyalty incentives), driving a 250% surge in organic traffic and a 35% increase in repeat purchases.
- Leveraged Google Analytics and behavioral analytics to optimize user journeys, implementing targeted interventions that lifted CTR by 45% and cut cart abandonment by 30%.

## PROJECT

### Drone Hunter – Autonomous Drone Capture System

Capstone • May 2021 – March 2025

- Designed a mechanized unfurling system using CAD software, enabling precise aerial deployment to capture "enemy drones."
- Developed a Python-based machine learning model to detect drones in real-time, increasing detection accuracy by 85%.
- Integrated sensor fusion and real-time object tracking algorithms, optimizing flight path adjustments for successful drone interception.
- Led a team of four engineers, coordinating design iterations, testing phases, and prototype development.

## EDUCATION

### Bachelor of Science in Mechanical Engineering

Rutgers University • New Brunswick, NJ • 2021

## CERTIFICATIONS

### Certified Cloud Practitioner

Amazon Web Services • 2024

### Certified Scrum Product Owner

Scrum Alliance • Scrum Inc, 2024

## SKILLS

**Product Management:** Product Roadmap Strategy, Agile & SAFe, Backlog Prioritization, Feature Development, Cross-Functional Collaboration, Regulatory Compliance

**Stakeholder Engagement:** Business & Tech Alignment, Executive Presentations, Risk & Compliance Management

**Technology & Tools:** SQL, Power BI, AWS, Postman API, JIRA, Confluence, PowerApps, SharePoint, Tableau

**Customer Experience & Analytics:** Journey Mapping, A/B Testing, Data-Driven Decision Making, KPI Tracking, Conversion Rate Optimization

**Interests:** Baking, Running, Travel Photography, Bodybuilding, Survivor