

# Adedayo Ayegbusi

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## EXPERIENCE

### Technology Product Owner

#### Fidelity Investments

September 2022 - Present, Jersey City, NJ

- Managed a 50+ item Agile product backlog across associate-facing platforms (dining, fitness, workplace apps) used by 40K+ employees.
- Partnered with engineering, UX/UI designers, and cybersecurity teams to define, document, and deliver secure product features, ensuring compliance in vendor payment processing workflows.
- Conducted end-to-end UAT cycles, test planning, execution, and stakeholder reviews to ensure high-quality releases and user satisfaction.
- Designed and deployed an AI-powered document repository using Microsoft Copilot, Power Apps, and Power Automate, reducing manual effort by 50%.
- Delivered KPI-aligned enhancements that improved platform satisfaction scores by 30% and supported internal compliance objectives for highly confidential user data.
- Participated in sprint planning, backlog grooming, and Agile ceremonies to maintain velocity and deliver continuous improvements.

### Solutions Analyst

#### Vitech Systems Group

June 2021 - September 2022, New York, NY

- Delivered 25+ product configurations on an enterprise insurance SaaS platform, enabling scalable onboarding for 500K+ users.
- Authored technical documentation and user stories for 15+ API and SSO integrations, reducing time-to-launch by 30%.
- Conducted backend validations using PL/SQL and API testing with Postman, cutting post-deployment defects by 40%.
- Analyzed 500+ Jira tickets to identify systemic issues and reduce recurrence rate by 25%.d initiative to analyze over 500 support tickets, identifying root causes and reducing issue recurrence by 25%.

### Ecommerce Product Manager

#### LucidTailgate

September 2018 - September 2020, Frederick, MD

- Owned full product lifecycle for ecommerce site, including digital strategy, UX optimization, and growth marketing initiatives.
- Executed A/B testing and user behavior analytics, increasing conversion by 50% and generating \$15K/month in new revenue.
- Developed customer retention workflows via email, push, and loyalty programs, boosting organic traffic by 250% and retention by 35%.
- Leveraged Google Analytics insights to redesign checkout flows, improving click-through by 45% and reducing cart abandonment by 30%.

## EDUCATION

### Bachelor of Science in Mechanical Engineering

Rutgers University • New Brunswick, NJ • 2021

## CERTIFICATIONS

### Certified Scrum Product Owner

Scrum Alliance • Scrum Inc, 2024

### AI Product Management Specialization

Duke University • 2025

### Certified Cloud Practitioner

AWS • 2024

## SKILLS

**Product & Agile:** Product Strategy, KPI Tracking, Backlog Management, MVP Delivery, Agile Ceremonies, Jira, Confluence, UAT Facilitation

**UX & Collaboration:** UX/UI Collaboration, Requirement Documentation, Cross-Functional Communication, Stakeholder Engagement, Design Iteration

**Security & Compliance:** Vendor Payment Workflow Analysis, Cybersecurity Collaboration, Data Privacy, Compliance Coordination

**Data & Analytics:** A/B Testing, Power BI, Tableau, Microsoft Copilot, SQL, Python (ML), R

**Tools & Tech:** Power Automate, Power Apps, SharePoint, Postman, PL/SQL, Microsoft Excel, API Integrations, SAML/SSO