

LANA PACHAY

Product @ Meta (Facebook)

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SUMMARY

A user-centered and data-driven Product Generalist with core expertise in optimizing product performance and usability to maximize customer and business value. I analyze user data, market dynamics, and other pertinent data streams to pinpoint avenues for product improvements and feature enhancements. My additional expertise lies in optimizing development workflows and efficiency, particularly in areas such as on-call management and incident resolution.

PRODUCT GENERALIST

July 2022 - Sept 2023

META (Facebook)

Led product development of [Meta for Work](#) products driving product quality roadmap to improve product performance, usability, and reliability for 10M+ customers across web, mobile, and desktop channels:

- Drove 70% adoption growth for Workrooms 2D by optimizing the onboarding experience, led 0 to 1 set-up of the product development environment (reliability, SLA, triage, oncall, bug tracking, tech debt management) working with 5+ engineering teams (product and server-side) across 4 platforms.
- Drove Customer Satisfaction and Feature Usage by improving signal collection and resolution of customer-facing issues resulting in a 6% actionability growth and a 75% decrease in issue resolution time.
- Spearheaded the development of an automation to analyze and classify functional and product issues at scale (3k+ tickets monthly) drastically improving product performance across multiple key metrics.
- Developed an efficiency metric for 13 engineering teams and then led initiatives that resulted in a 14% improvement of the metric from the baseline.

PRODUCT OWNER

Aug 2019 - July 2022

The Diana Award

Led design and development of www.antibullyingpro.com, and optimization of www.diana-award.org.uk to improve usability and maximize customer and business value:

- Grew user base by 30x by optimizing landing pages and creating custom onboarding flows based on user segments.
- Achieved 1.5-3x growth in user engagement by analyzing usage patterns and streamlining core user flows.
- Increased merchandise revenue by 25% QoQ through analysis and testing of low-cost marketing strategies.

PRODUCT, CO-FOUNDER

Aug 2015 - Aug 2019

Bundles AI; The Vintage Tales

Launched and successfully run two e-commerce businesses primarily focusing on analytics and experimentation:

- Bundles AI: Launched a shopping platform with applied machine learning for personalized recommendations, led on product development and user acquisition, reduced marketing costs for merchants by 1.5x.
- The Vintage Tales: Led product and operations management for the entire e-commerce ecosystem (consumer side, merchant side, marketing), achieving break-even point within a month, driving a 17% profit growth QoQ.

SENIOR PRODUCT MANAGER

Nov 2011 - Aug 2015

Pichesky

Led product development for top-tier companies such as International Olympics Committee (2014 Winter Olympics), Diageo, Beiersdorf:

- Increased revenue by 200% YoY by analyzing market needs and driving new product proposals for clients.
- Led 6+ cross-functional teams working on up to 10 projects at a time.
- Promoted to Senior Product Manager to oversee a team of direct reports.

SKILLS & EXPERTISE

Product Strategy • Product Roadmap • Experimentation & Testing • Metrics Definition • Feature Prioritization • Usability Testing • User Feedback Management • Problem-Solving • Communication • Data Analysis • SQL • Big Query • Google Analytics • Google Sheets • Excel • Amplitude • Data Studio

EDUCATION & CERTIFICATIONS

BA in Marketing & Journalism, Institute of International Law and Economics
Professional Certification in [Data Analytics](#)