

SHAY PAULEY

AI PRODUCT SPECIALIST

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PROFESSIONAL SUMMARY

Entry-level Product Owner with hands-on experience in requirements, workflows, UAT, and technical delivery. Helped guide UnruffledAI from prototype to AWS deployment, supporting AI features and API integrations. Ready to apply product and stakeholder collaboration skills to support successful product delivery.

Work Experience

UnruffledAI | *Product Owner*

2025 - 2026

- Guided the team through product milestones, translating user needs into prioritized features, user stories, acceptance criteria, and data requirements; delivered the roadmap from Figma prototype to successful AWS EC2 deployment, enabling on-time product launch.
- Built core product workflows with Python, Django, PostgreSQL, TensorFlow, and REST APIs, converting requirements into working biometric prediction, reporting, and personalized user experiences.
- Identified duplicate prediction records and inconsistent risk percentages during UAT, traced root causes, and implemented submission controls and reporting fixes; validated behavior across low, medium, and high test scenarios.
- Evaluated third-party API behavior and designed a cache-first daily integration that reduced redundant requests and improved consistency of personalized astrology experiences.
- Applied privacy and security controls by externalizing credentials, restricting browser API access, scoping data to authenticated users, and moving source development to a private repository, thereby strengthening data protection and reducing exposure of application secrets and user data.
- Containerized the application with Docker and automated CI/CD with GitHub Actions; communicated product progress and technical tradeoffs through Power BI dashboards, Excel budgets, and stakeholder presentations; established a repeatable development and deployment workflow and gave stakeholders clear visibility into project status.

Verizon | *Social Media Manager, Technology Adoption*

2018 - 2025

- Supported workplace technology modernization for 10,000+ employees by mapping current-state workflows with roadmaps and acceptance criteria, and translating operational needs into clear business and technical requirements, which enabled a smoother phased rollout and accelerated onboarding.
- Aligned stakeholder groups through workflow assessments, executive business cases, and SaaS adoption plans, converting employee pain points into implementation priorities and change actions that increased stakeholder buy-in and sped up adoption timelines.
- Analyzed Sprinklr performance, audience signals, and stakeholder feedback across 30+ digital campaigns and turned findings into messaging, content, and channel changes that strengthened technology-adoption communications.

World of Tobacco | *Product Marketing Manager*

2016 - 2018

- Increased client revenue 35% by translating customer discovery and market insights into product positioning, SEO, merchandising, pricing, and sales-enablement actions.
- Analyzed customer behavior and performance trends using Power BI and digital analytics, driving conversion, engagement, and merchandising decisions that improved conversion and engagement rates.
- Trained sales associates on product specifications and customer needs and coordinated vendors to improve product knowledge and in-store visibility.

SKILLS

Product & business analysis: Requirements gathering, user stories, acceptance criteria, current-state/future-state workflows, process mapping, root-cause analysis, prioritization, roadmaps, product validation, UAT, stakeholder alignment

AI & technical delivery: AI application development, ML inference, REST API integration, data transformation, caching, privacy-by-design, responsible AI, PostgreSQL, Power BI, AWS EC2, Docker, GitHub Actions, Git

Languages & frameworks: HTML, CSS, JavaScript, Python, SQL, Java, PHP, JSON, XML, React, Django, TensorFlow

Tools & collaboration: Customer discovery, product positioning, campaign analytics, Sprinklr, Excel, PowerPoint, Figma, Adobe, Claude, GitHub Copilot

Education

B.S., Information Technology | *Middle Georgia State University*

Certifications

- AWS Certified Cloud Practitioner (CLF-C02)
- UX Design Foundation: Designlab

2026