

Cassandra Jaime

hello@cassandrajaime.com / (512) 413-3576 / Austin, TX / linkedin.com/in/cassandramjaime

Senior Product Manager with 6+ years shipping AI/ML products at Meta, VMware, and startups where I reduced misinformation by 30% for 2B+ users and delivered \$4.8M in DoD value. Current MIT Data Science student and recent graduate of the Antler VC 2025 accelerator, where I built a B2B2C app with a \$3B go-to-market strategy, securing a 130-person consumer waitlist, and winning the accelerator hackathon out of 80 teams.

Education

MIT, MicroMasters in Data Science

Remote, April 2024 - Present

- Relevant Coursework: Machine Learning Systems, Statistical Inference, Data Analysis, Probabilistic Modeling
- Completed technical prerequisite coursework in pre-calculus, calculus, and Python programming with a 4.0 GPA, qualifying for the MIT MicroMasters in Data Science.

Antler VC, Founder in Residence

Austin, TX, March 2025 - April 2025

- Partnered with UX designers through research, prototyping, and user testing to create an intuitive AI-native learning experience that helped users understand complex automotive service decisions, achieving 90% accuracy in personalized recommendations and winning Antler VC 2025 hackathon out of 80 teams.
- Translated behavioral insights and pain points into product requirements that simplified the learning curve for automotive maintenance, unlocking \$3B go-to-market strategy.
- Leveraged behavioral insights and engagement data to design and execute growth experiments across TikTok and Instagram, driving a 130-person consumer waitlist.
- Evaluated LLM and RAG-based implementations, driving ~85% accuracy while developing a high-quality search experience for users to find personalized automotive service.

Texas A&M University, B.B.A. in Finance

College Station, TX, August 2011 - May 2015

- Relevant coursework: Corporate Valuation, Financial Modeling, Statistical Analysis, Operations Research

Work Experience

VMware, Senior Product Manager

Austin, TX January 2022 - April 2024

- Partnered with UX designers and researchers to conduct user interviews with 30+ Army developers, identifying critical learning barriers and workflow bottlenecks, building executive alignment to establish the organization's first Developer Experience team.
- Empowered developers with new tools and processes, reducing security review time from 30 days to 48 hours (93% reduction), and delivering \$4.8M in value to the DoD.
- Led product team through discovery, design, and delivery, shipping analytics product MVP in 30 days, driving user workflow efficiency by 2x.
- Championed user-centered design practices across community of 17 Army product teams through monthly presentations on Agile and Lean methodologies.
- Authored white paper and led community webinar on building AI models using Balanced Team methodology, driving market awareness for VMware business services.

NDWA Labs, Director of Product

Remote, June 2021 - December 2021

- Drove research across design, data, legal, operations, and engineering teams to identify product improvements, viable new markets, and fiduciary partners, driving a 75% adoption increase of the flagship product over two quarters and saving the company \$9M.

Independent Consulting, Product Consultant**Remote, November 2019 - June 2021**

- C-19 Coalition: Supported crisis response operations for Eric Ries-founded coalition to address national PPE shortage, implementing Scrum methodology and communications strategy for all-remote team that drove 75% task completion and contributed to securing \$30M in bridge financing capital.
- Zinc Collective (DigiDems): Drove 0→1 digital product strategy for congressional campaign, developing and A/B testing organic growth initiatives that doubled volunteer base and contributed to Congressman Delgado's re-election victory.
- Warren for President: Led grassroots voter mobilization operations across rural New Hampshire and Maine, exceeding outreach goals by 95% and 27% respectively through data-driven community engagement strategies across 1,500+ canvass attempts.

Meta (Facebook), Project Manager**Menlo Park, CA, Jan 2017 – Nov 2019**

- Partnered with cross-functional teams (policy, legal, data science, operations) to design and ship ML platform, guiding 50 internal teams on ML integrations and reducing viral misinformation by 30% for 2B+ users.
- Developed quarterly product roadmaps and PRDs for the infrastructure team, facilitated sprint planning and retrospectives, represented the team during director-level review, and implemented scrum practices, increasing team quarterly goal completion from 50% to 85% quarter-over-quarter.
- Led cross-functional Agile teams of data scientists, ML engineers, policy experts, and operations specialists to launch three analytics tools that enabled real-time transparency into News Feed ranking and compliance systems, reducing global escalation resolution time from 7 days to 24 hours (86% reduction).
- Analyzed user engagement (posts, likes, comments) and evaluated clustering ML models to develop and launch the Related Articles product from 1->2B users, driving relevance and user personalization.
- Developed SQL-based operations dashboards and operational KPI tracking systems, driving content review accuracy and policy enforcement across Facebook surfaces.

Frontier Logistics, Business Analyst**Houston, TX, June 2015 - June 2016**

- Delivered SQL-based automations, no-code apps, and financial models, improving operational efficiency, decreasing business risk, and securing \$32M in funding.

Skills

AI/ML Development, OpenAI API, LLMs & RAG, AI-Powered Search Products, SQL & Python

Product Strategy: 0→1 Product Development, Relevance-driven Products, User Journey Mapping, Growth Experiments, User Research & Interviews, Behavioral Insights & User Psychology, A/B Testing & Experimentation, Product Analytics & KPI Tracking

Certifications

Scrum Product Owner (Scrum Alliance), Designing and Building AI Products (MIT), Secret Clearance (Department of Defense)

Awards

Elevate Our Best Award (VMware), Certificate of Appreciation (U.S. Army)