Kevy Figuera

Senior Product Manager
kevymanuel@hotmail.com | linkedin.com/in/kevymfiguera | kevymanuel.github.io

SUMMARY

Senior product manager with 10+ years building B2B SaaS and consumer products in HR compliance, fintech and marketing tech. At PosterElite I launched two white-label compliance services from scratch; the first reached 600 subscriptions in its first four months. Before that, I grew Tinybeans subscription revenue 40% with a new freemium model and scaled a marketing platform behind $150M+ in revenue at Affinity Development Group. I do my best work on 0 to 1 products, pricing and packaging, partner-led growth, and AI features people can trust.

EXPERIENCE

PosterElite | San Diego, CA

Senior Product Manager, B2B Compliance Platforms 09/2025 to Present

First product manager at a labor law compliance company moving from printed posters to a white-label SaaS platform, resold by PEOs and HCM, payroll and HRIS providers under their own brand.

- Built multi-tenant B2B2B services with four levels of users (PosterElite, partners, their client employers and employees), each with its own branding, permissions and data scope.
- Launched the Mandatory Handout Service from 0 to 1 in June 2026. It reached 600 subscriptions across 9 partners in four months, and 7 planned partner rollouts put it on track for up to 20,000 subscriptions by year end.
- Built the Compliance Training Service, white-label harassment prevention training priced per employer with unlimited seats in a market where competitors charge per seat. Now rolling out to partners.
- Shipped Smart Search, an LLM feature that turns a plain-language question into the right results while a rule-based engine keeps answers accurate and auditable.
- Own go-to-market and product marketing: positioning, sales enablement, partner demos and launch webcasts for each new service.
- Introduced product analytics to the company and used the data to redesign onboarding, paywalls and other key flows.
- Build working prototypes in Replit to validate new products in user research before engineering starts.
- Design with agentic AI, using Claude connected to Figma to turn requirements into screens and engineering tickets.

Tinybeans | New York, NY

Principal Product Manager, Consumer 07/2022 to 09/2024

Owned strategy and roadmap for the Tinybeans mobile app, web app and photo books, used by more than 5 million families worldwide.

- Grew subscription revenue 40% in 2023 and another 9% in 2024 by launching Tinybeans+ and moving the app from fully paid to freemium. Defined the free and paid features, pricing, upgrade triggers and retention tactics.
- Launched Tinybeans+ Gift Cards, lifting user engagement 40%. Tinybeans named them among its key FY25 product launches in its annual report.
- Raised the Play Store rating from 2.1 to 4.0 stars by rebuilding the Android app for performance.
- Lifted new user retention 7% with redesigned onboarding flows.
- Increased photo book sales 11% ($48K in added revenue) by simplifying creation and checkout.
- Generated $75K in affiliate revenue within 120 days of launching a new e-commerce offering.
- Rolled out a new advertising SDK that improved targeting and raised CPMs without hurting the app experience.

Ando Bank | San Diego, CA

Senior Product Manager 02/2022 to 06/2022

Led product-led growth for a climate-focused mobile bank, covering strategy, roadmap, user research and partner integrations.

- Improved new user activation 12% with temporary digital cards, so customers could start banking before their physical card arrived.
- Increased transactions 10% by adding Apple Pay and Google Pay.
- Grew direct deposits 13% through a Plaid integration that simplified onboarding.
- Launched a referral program that brought in 3% of new customers.

Affinity Development Group | San Diego, CA

Director of Product Management, OEM Promotions 03/2018 to 01/2022

Owned strategy and roadmap for the CMS, CRM and marketing platforms behind promotions for global auto brands, and mentored the product managers on the team.

- Scaled our in-house marketing platform to run many campaigns at once, contributing to a 70% revenue jump in 2020 and $150M+ in revenue from 500,000+ vehicle sales between 2019 and 2021.
- Expanded into Canada, increasing customer acquisition 20% by adapting the experience and offers to the local market.
- Cut support inquiries 15% with a rewards tracking feature that showed customers exactly where their rewards stood.
- Shortened delivery times 15% by tightening Agile practices and prioritization.

Product Manager, OEM Promotions 10/2015 to 02/2018

- Launched the first version of the in-house marketing platform, letting clients run regionally targeted campaigns from templates with little setup.
- Reduced support calls 60% with an online survey feature that also improved feedback collection.
- Halved rewards fulfillment time and raised customer satisfaction 14% by redesigning the approval workflow.

PROJECTS

Readonauts, iOS reading app (App Store) 2026

- Designed, built and launched a subscription reading app for early readers to help my kindergartner and second grader learn sight words, with games, personalized stories and a parent dashboard that tracks every word.
- Started the build with Claude and finished it in Replit (React, Firebase, Capacitor), adding in-app subscriptions, an AI-generated narrator voice and a privacy-first design for children.

SKILLS

Product: Product strategy, 0 to 1 launches, roadmapping, pricing and packaging, product-led growth, subscriptions and monetization, B2B2B partner ecosystems, go-to-market

AI: LLM feature design, retrieval-augmented generation (RAG), model evaluation, conversational AI

Analytics: A/B and multivariate testing, cohort analysis, SQL, Amplitude, Google Analytics, PostHog, Tableau

Tools: Jira, Confluence, Figma, AppsFlyer, Leanplum

EDUCATION AND CERTIFICATIONS

MBA: Colorado State University, 2018

BS, Business Administration: Walden University, 2014

Project Management Professional (PMP): Project Management Institute

AI Product Management: Product Faculty