

Andrea Lugani

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Profile

Product Manager with 7+ years of end-to-end ownership across AI-powered, mobile and digital products. **Managed 20+ apps** (Mature, Scale-up), including flagship Translate Now (12M+ MAU), **shipped 15+ new products** (0-to-1), delivered +29% revenue growth and +45% activation uplift through data-driven product execution. Combines product strategy, discovery, AI workflow design, rapid prototyping, UI/UX, and GTM with hands-on leadership of remote cross-functional teams.

Currently advises clients and builds AI-native products.

Core Skills

- **Product Strategy & Discovery:** Product definition, market, competitor and gap analysis, use-case and feature definition, product vision, roadmapping, prioritization, PRDs, user stories, and documentation.
- **Product Delivery & Leadership:** Remote team management, cross-functional leadership, Agile delivery, MVP scoping, stakeholder alignment, internal process restructuring, and translating business goals into actionable requirements.
- **AI Product Development:** AI workflow and agent architecture design, prompt engineering, LLM/MCP integrations, AI testing and evaluation, and performance, latency, and cost trade-off management.
- **Prototyping, UX & Design:** AI rapid prototyping and production-ready prototyping with Claude Design and Lovable; UI/UX design and user testing in Figma; graphic and marketing design with Affinity and Canva.
- **Mobile, Web & Growth:** iOS, Android and web product management for both existing and 0-to-1 products; GTM strategy, ASO, paid user acquisition, A/B testing, funnel analysis, activation, retention, and monetization and pricing optimization; KPI definition.
- **Tools Expertise:** Product Management & Analytics (Jira, Confluence, Mixpanel, GA, Aha!, Notion, Slack), Prototyping (Claude Design, Claude Code, Codex, Lovable), AI Workflows (n8n), Design (Figma, Canva).

Professional Experience

◆ PRODUCT & AI CONSULTANT • FREELANCER (REMOTE) • DEC 2025-PRESENT

Product and AI consultant working across client engagements and independently developed products. Lead end-to-end work from opportunity discovery and product definition through AI architecture, UX/UI, delivery, launch, and growth.

Selected Products & Engagements

- **Use.ai mobile apps:** Supporting product definition and mobile (iOS and Android) launch execution for a web platform with 25M+ MAU, including UI/UX definition, feature prioritization, and ASO.
- **Independent AI-native iOS apps:** Launched one product and currently building two further apps; own market validation, AI architecture and workflows, product design, marketing, ASO, and launch execution.
- **UnlockedAI web & mobile apps:** 0-to-1 product strategy, business model strategy and optimization, AI workflows, rapid prototyping, UX/UI, and managing the delivery processes.

Key Contributions

- Conduct market, competitor, and gap analysis to identify valuable opportunities and turn insights into product strategy, roadmap, feature scope, PRDs, and decision-ready documentation.
- Manage remote cross-functional teams and improve internal processes, ownership models, and delivery cadence across product, design, engineering, QA, and marketing.
- Design, test, and iterate AI workflows, multi-step agent architectures, prompts, and evaluation flows for reliable user-facing experiences, other than build and validate concepts quickly with Claude Design, Lovable, and Figma; translate validated prototypes into production-ready specifications and launch plans.

◆ SENIOR PRODUCT MANAGER • AIR APPS (REMOTE) • JUL 2020-AUG 2025

Portfolio of 40+ mobile apps; company scaled from 12 to 60+ employees during tenure. Owned product strategy and lifecycle across multiple mobile-app portfolios, including flagship Translate Now (12M+ MAU).

Key Responsibilities

- Owned strategy, roadmaps, backlogs, and end-to-end product lifecycle across 16+ mobile apps.
- Led cross-functional teams across engineering, design, QA, data, and marketing; coordinated delivery with senior stakeholders.
- Defined PRDs, user stories, user flows, prototypes, success metrics, and experimentation plans.

Selected Achievements

- Increased revenue by **29%** and activations by **45%** year-over-year in 2024 by resolving core funnel friction and launching high-impact features.
- Reduced operating costs by approximately **30%** through API optimization and feature consolidation.
- Shipped **10+ AI-powered features**, improving adoption and product usage.
- Launched **8 0-to-1 products**, of which 7 in 2022, and established more structured A/B-testing cycles to improve experimentation velocity.

◆ PRODUCT MANAGER & DESIGN LEAD • BAREFOOT COLLEGE • JUL 2019-JUN 2020

Global NGO and Apple partner. Initiated a multi-year CRM ecosystem to support field operations.

- Led distributed teams across Italy and India, including iOS, backend, UX, NGO leadership, and field staff.
- Conducted on-site field research and interviews to understand operational realities and translate them into product requirements.

◆ EARLIER EXPERIENCES

- **Accountant Internship** at Russo Accounting Firm (Napoli) • Oct 2016-Aug 2018
- **Business Developer and Area Sales Manager** at HelloFood (Napoli) • Feb 2015-Aug 2015

Education

- **Apple Developer Academy, Italy:** iOS Development, Design & Product Management, 2018-2019
 - ★ **Award:** Final project named *Best of the Year* and presented to Apple VPs, the Italian Prime Minister, and other guests at Graduation Day.
- **Università degli Studi di Napoli, Italy:** Degree in Business and Economics, 2010-2015