

## Aidana Daulbayeva

### 2 x Founding PM and published AI + empathy researcher at MIT Media Lab.

Shipped voice AI agents and multi-modal platforms across healthcare, education, and consumer tech—reaching 30M+ users and driving \$10M+ in ARR.

## Experience

### Lead Product Manager, Workera (AI personalized learning, founded by Andrew Ng) San Francisco, CA, 2025

*Problem:* 30% activation rate threatening \$2M in renewals; Fortune 500 clients struggling with sustained engagement

*Methods:* Conducted user research (personas, journey maps, data analytics), built customer deployment playbook, established Workera Inner Circle for rapid testing, overhauled AI mentor with eval system for voice mode and personalized learning recipes

*Impact:* Shipped streamlined onboarding experience with intelligent nudge system → increased activation to 50% and saved \$2M in renewals

### Head of Product, RadiantGraph (AI personalization for healthcare) San Francisco, CA, 2024 - 2025

*Problem:* Slow customer acquisition with no unified platform—data scientists delivering one-off CSV solutions, no scalable product

*Methods:* Established AI prototyping process testing with 20+ clients to validate vision, designed voice AI infrastructure with human+automated eval system, hired Head of Engineering and built EPD-driven team with sprint culture

*Impact:* Shipped platform supporting millions of data points (8 months), Voice AI Studio, and client portal → closed CVS deal (\$2M ARR), secured 4 enterprise partnerships (\$1.8M ARR), Voice AI pilots increased patient enrollment 40% and digital app engagement 30%

### Senior Product Manager, iyo.audio (AI wearable + voice OS, Google X spinoff) San Francisco, CA, 2023 - 2024

*Problem:* Hardware-first company with unclear software vision and pressure to ship before 2024 TED launch

*Methods:* Conducted competitive landscape analysis, designed voice agent creation studio + IYO app MVP, created product requirements/technical specs/voice UX guidelines, established dev feedback loop and early adopter circle

*Impact:* Defined and shipped company's first software products (voiceOS developer platform + voice AI chat app) and established voice UX standards → 1,000+ early adopters in 3 months

### Co-founder at Project Us (AI communication skills coach, MIT Media Lab spinoff) Cambridge, MA, 2021 - 2023

Conducted 100+ user interviews to identify consulting/sales as primary market, secured \$100K NSF grant, built 4-person team and MVP platform → acquired first enterprise customer in 6 months with 85% user satisfaction

### Growth Product Manager, POWR (no-code Shopify app library, acq by Pluribus) San Francisco, CA 2019 - 2021

Led data-driven product optimization and strategic integrations → increased conversions by 70%, revenue by 40%, positioned product #2 on Shopify Marketplace

### Founding Product Manager, Pinemelon (sustainable online grocery) Kazakhstan & Denver, CO 2017 - 2019

Scaled operations and product 0→300 daily orders, launched iOS/Android apps, designed loyalty program→35% retention increase, and warehouse management system architecture→60% faster fulfillment

## Education

**MSc in Engineering and Management**, Massachusetts Institute of Technology (MIT)

Cambridge, MA

**BEng in Electrical Engineering and Computer Science**, Nazarbayev University

Kazakhstan