Mara Rudolph

Product Manager | Strategy, Consumer Applications, & AI
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SUMMARY

Creative product leader who ships. Built and launched a monetized AI consumer product solo, and led product for AI-enabled consumer platforms across multi-brand ecosystems serving millions of users globally. Proven track record driving product strategy, launching high-impact features end-to-end, and leading cross-functional teams. Known for strong execution, stakeholder leadership, and translating ambiguous problems into clear specs. Brings a user-centered product design foundation to deliver intuitive experiences.

SKILLS

Product Leadership: Product Strategy, Roadmaps, OKRs, Prioritization, Stakeholder Management, Cross-Functional Leadership, Agile/Kanban, Exec Communication, Systems Thinking

Consumer & Growth: Funnel Optimization, A/B Testing, Activation/Conversion, Feature Rollouts, Engagement Metrics

AI & Platform: AI Product Development, Prompt Engineering, LLM Evaluation, AI Coding, API Integrations, System Architecture

Data & Analytics: Amplitude, KPI Frameworks, Metrics Instrumentation

User-Centered Product: Journey Mapping, Product Flow Design, Requirements Definition, Design Collaboration

Tools & Tech: Jira, Confluence, Miro, Figma, Stripe, GA4, Persona, Sift, Lasso | Platforms: iOS/Android/Web | Building with: Claude Code

EXPERIENCE

Founder & Product Builder – Spicebound

Remote | readspicebound.com | January 2026 – Present

Built and shipped a consumer web app for fantasy romance readers: AI-powered book lookup outputs details like spice level, tropes/themes, creatures/beings, series info, and more (details readers had to dig for), saved to a to-be-read list.

- Took over complete build ownership in mid-July 2026 following six months with an outsourced dev team, then rebuilt the front half of the product in under six weeks (208 PRs, full redesign, live Stripe subscriptions, analytics instrumentation, accuracy improvements, pipeline/logic refinement).
- Wrote the LLM enrichment prompt, controlled vocabularies, multi-source data strategy behind a 6-layer pipeline.
- Set up eval program from scratch (46-book holdout set, deterministic grader, LLM judge) hitting 100% book identity, 90.5% spice-band, and 90.9% series-status accuracy. Harness's noise floor measured for trusted results.
- Ran the contractor takeover end to end - code audit, access revocation, and security sweep.
- Spicebound started as a practice project in Sep 2025 that I worked on nights and weekends (used Xano, WeWeb, Figma initially) while at Spark. Then later moved to a custom stack in early 2026.

Product Manager & Team Lead – Spark Networks

Remote | March 2025 – February 2026

Led product strategy and execution for two teams across Spark's consumer dating ecosystem (Jdate, Christian Mingle, EliteSingles, SilverSingles, eDarling, LDSS), supporting millions of users globally.

Matchmaking (Oct 2025 – Feb 2026)

- Owned product strategy for premium matchmaking, spanning onboarding, conversion optimization, and internal matchmaker tooling.
- Increased intake form completion by 3x (to ~14%) by redesigning onboarding flows and improving pricing transparency, reducing funnel friction and improving lead quality.
- Led product definition for Juliet (AI Matchmaker): PRD, user journeys, conversational flows, edge cases, and success metrics/instrumentation; supported deployment to human matchmakers, increasing prospect conversion by 26% (20.6% vs 16.3%) and improving message open rates to 56.1% (vs 52%).

Trust & Safety (Mar 2025 – Dec 2025)

- Led rollout of selfie verification across 6 brands, driving 40%+ adoption among new users; negotiated Persona contract, evaluated vs AWS Rekognition, and led cross-platform integration (mobile + web).
- Increased automated fraud decisioning to ~90% while maintaining <3% false negative rates by implementing Sift workflows, reducing manual review overhead.
- Led cross-platform migrations, localization (10+ languages), and CCPA/GDPR/DSA compliance.

Team Leadership & Ownership

- Led cross-functional roadmap delivery across multiple product domains, aligning engineering, design, data, marketing, operations, and C-suite amid competing priorities.
- Entrusted with dual ownership of Matchmaking and Trust & Safety during organizational transition (Oct–Dec 2025) and transitioned a new PM into Trust & Safety ownership while maintaining delivery continuity.

Founder & Product Lead – Weaver (Dating App)

February 2021 - July 2024

- Built and launched a values-based consumer dating app from concept to MVP; owned product vision, roadmap, and 0 to 1 execution.
- Conducted market and user research to define differentiated positioning and translate insights into core product features.
- Led product delivery with an outsourced developer and later a CTO; managed backlog, requirements, QA, and iterative UX improvements.
- Launched freemium subscription monetization and GTM assets, scaling to 650 users with ~4% paid conversion (26 customers) and early revenue with minimal resources.
- Created investor pitch materials and executed multiple rounds of outreach to explore fundraising.

User Experience Designer – Epic Systems

Madison, WI (Onsite) | January 2019 - February 2021

- Designed and optimized workflows across enterprise healthcare products (billing, pharmacy, inpatient, insurance, OB/GYN).
- Partnered with PMs and engineers to translate complex requirements into intuitive, usable experiences.
- Led heuristic evaluations, usability testing, and clinician research to inform product improvements.
- Facilitated design sprints and cross-team workshops to align stakeholders and drive execution.

EDUCATION

Bachelor of Science, Industrial Design – Arizona State University