Amaleki Lawlor

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Technical Product Manager with 6+ years in product and 15 years in tech, specializing in API platform strategy, developer experience, and infrastructure standardization. Proven record leading cross-functional API adoption, B2B partner enablement, and measurable cost and performance improvements at companies including Chess.com (100M+ users).

CORE COMPETENCIES

API Lifecycle Management | API Gateway (Apigee) | OAuth 2.0, JWT & Security | REST / GraphQL / OpenAPI | Developer Experience & Documentation | Schema Validation & Contracts | B2B Partner API Enablement | Rate Limiting, Throttling & Load Balancing | Cross-Functional Platform Strategy | GCP / AWS / Kubernetes

PROFESSIONAL EXPERIENCE

Lead Technical Product Manager - MemoryOS   Seattle, WA | 03/2025–Present | 6mos

- Unified cross-platform subscription infrastructure, eliminating **85% of duplicate subscriptions** and recovering **$180K ARR** through API-level deduplication.
- Rebuilt Amplitude analytics with standardized event taxonomy and KPI dashboards, establishing **API usage monitoring** and product performance reporting for leadership.
- Established company-wide Notion infrastructure for product and API documentation, reducing project kickoff time **40%**.

Technical Product Manager - GAF Energy   San Jose, CA | 01/2023–12/2025 | 3yrs

- Led cross-functional API platform consolidation across **17 microservices, 6 teams, and ~40 engineers**. Evaluated 4 gateway/auth solutions; selected Apigee for GCP-native integration. Unified 3-4 auth methods into OAuth 2.0, consolidated 3 tenants to 1. Cut costs **$50K/yr**, escalations **75%**.
- Shipped external Proposal API for B2B roofing partners; onboarded a national homebuilder (**~40% of annual revenue**) mid-migration, validating platform scalability and architecture.
- Introduced GraphQL on high-traffic HTTP endpoints - cut unused payload from **60–70% to zero**, improved portal performance from **4.2s to 1.8s**.
- Implemented gateway-level event schema validation (**100% compliance**); reduced developer onboarding from **2 weeks to <2 days** via API docs, walkthrough videos, and pairing sessions.
- Defined and tracked API platform KPIs - reduced escalations from **8–12/month to 2–3/month**; monitored response latency, schema compliance, and adoption rates, reporting to engineering leadership quarterly.
- Managed full deprecation lifecycle: sequenced migrations across **6 teams' roadmaps**, set deadlines with adoption buffers, triaged post-cutover stragglers.

Product Manager - Chess.com   Draper, UT | 01/2021–01/2023 | 2yrs

- Built Classroom platform 0 to 1 within **10M+ DAU** ecosystem - designed the integration layer, grew to **4.5K active users**, boosted coaching revenue **15%**.
- Delivered Insights API powering game analytics and data visualization, driving **3% premium membership increase**.
- Rearchitected Library system - redesigned data models and API contracts, improving user satisfaction **70%**.
- Partnered with CEO to shape product roadmap; championed platform and API investments that supported **Chess.com's growth to 150M+ registered users** during tenure.

Senior Account Manager to Associate Product Manager - AdRoll   San Francisco, CA | 03/2016–01/2021 | 5yrs

- Pioneered automated Direct Mail API from concept to **$25K revenue**, integrating with **3,000+ B2B accounts** for programmatic postcard campaigns.
- Designed ML-powered recommendation API for ecommerce merchants, increasing platform retention **~5%**. Grew portfolio revenue **32% YoY** with **94% client retention**.

Web Developer & UX Designer - Freelance (SaaS clients)   Salt Lake City, UT | 01/2011–03/2016 | 5yrs

- Built web applications and RESTful APIs for SaaS clients using JavaScript, Node.js, and HTML/CSS - hands-on development foundation informing current API design and developer experience work.

EDUCATION

MBA & BBA, IT Management - Western Governors University   2022

SKILLS & TOOLS

API & Platform: Apigee, OAuth 2.0, JWT, OpenAPI/Swagger, Postman, REST, GraphQL, HTTP/gRPC, Rate Limiting, Throttling, Load Balancing, Webhook Design, SDK Integration
Cloud & Infrastructure: GCP (BigQuery, Cloud SQL), AWS, Kubernetes, Firebase, Terraform, Jenkins, CircleCI, PagerDuty, Datadog
Programming: JavaScript, Python, Node.js, React, SQL, HTML/CSS
Product & Analytics: Amplitude, Heap, Tableau, New Relic, HotJar, Google Tag Manager, Jira, Confluence, Figma, Notion

Certifications: AWS Certified Cloud Practitioner | Google Analytics Certified | Google UX Design Foundations