

ADRIANNE STONE

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Product leader, repeat founder, and Lovable power user with 10+ years shipping products end-to-end—from conception through growth and scale. I've built production tools on Lovable (feedbackbot, founded and exited a marketplace, and driven measurable growth at platforms serving millions. PhD-trained in translational science: I dig underneath assumptions, move fast with clarity, and ship features grounded in real user behavior.

EXPERIENCE

Principal Product Manager — Big Cartel Jan 2024 – Present

Lead growth, monetization, and retention for ecommerce platform serving 1M+ independent creators (66K paid subscribers).

- Recovered free-to-paid conversion from 2.97% to 6.56% peak through systematic onboarding optimization, pricing experiments, and reverse trials
- Reduced churn 25% YoY by shipping pause functionality as flexible alternative to cancellation
- Built AI-powered internal feedback analysis tool on Lovable—semantic search, AI classification, survey analysis workspaces with clustering and synthesis
- Lead cross-functional growth team; author internal experimentation guide and advise company-wide on experiment design
- Developed activation metric and user segmentation framework driving targeted retention strategies

Product Manager — AirDev Jan 2023 – Jan 2024

- Shipped 9 products end-to-end (intake → design → dev → QA → handoff), generating \$300K+ in revenue through fast iteration and tight scoping
- Built AI-powered grant writing assistant that automated manual workflows; translated business needs into clear specs in Figma

Co-Founder & Head of Product — Bount (VC-backed) Aug 2021 – Dec 2022

- Led product from idea through MVP: onboarding flows, payment infrastructure, viral growth loops—drove 20% MoM activation growth
- Managed team of 7; owned GTM strategy, influencer marketing program, and pilot launch with 25 creators

Product Scientist — 23andMe Sept 2018 – Jan 2020

- Launched My Health Action Plan for 10M+ users under FDA regulation; increased feature engagement 625% in five months
- Coordinated across design, engineering, regulatory, legal, and medical teams for compliant, evidence-based health features

Founder — Stockabl (Acquired) Feb 2018 – Dec 2021

- Bootstrapped B2B wholesale marketplace (early Faire competitor); scaled to 1,000+ sellers through community and SEO
- Tripled mid-tier plan adoption (5% → 15%) through pricing experiments and value-based positioning; successfully exited

SELECTED PROJECTS & COMMUNITY

- **Founder, Bayou City Startups:** Grew Bayou City Startups from a 2021 experiment into one of Houston's largest founder communities, with ~1,000 people receiving weekly event invites. Built a partner network across all major startup development orgs in the city and co-hosted the annual "Jingle Mingle" for three years running. Spun up the "SheBuilds" no-code AI series for women builders; the latest event crossed 50 RSVPs within 72 hours of getting the green light.

- **Art Director & Project Lead, Coven Cats:** Led a 9,999-piece generative art collection blending illustration, AI, and on-chain culture. Hand-drew 200+ art layers across six archetypes and trained a custom pre-ChatGPT GPT-3 model to generate unique names and story-driven descriptions for every cat. Co-built an interactive “summon your familiar” minting experience and grew a community that created its own ecosystem of tools (analytics dashboards, matchers, and directories).

SKILLS & TOOLS

Product: End-to-end product development, A/B testing, conversion optimization, activation, retention, monetization, user research, cohort analysis, funnel optimization, experimentation frameworks

Technical: SQL, AI/LLM prototyping, prompt engineering, API integrations, Lovable, Replit

Tools: Amplitude, Segment, Google Analytics, Metabase, Figma, Notion, Stripe, Claude, ChatGPT, Midjourney

EDUCATION

Ph.D. Translational Biology & Molecular Medicine — Baylor College of Medicine

M.Ed. Curriculum & Instruction — Texas A&M University | B.S. Biology — Texas A&M University