

# Jon Martin

SENIOR PRODUCT MANAGER

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Senior Product Manager with 15+ years shipping consumer products at scale across gaming, consumer platforms, and creator tools. Deep expertise in growth, monetization, and go-to-market strategy at companies including Zynga, Jam City, Genies, and AAA. Currently co-founding a game studio and building with AI-native workflows. Shipped a production app solo from zero to 150 early access members using Claude Code and Claude API, and consulting as a fractional AI PM helping a SaaS startup define its AI product strategy and build investor-ready prototypes.

## EXPERIENCE

### Co-Founder & Director of Product | Frame Story Feb 2025 – Present

- Led business formation end-to-end: LLC, banking, payments, contributor agreements, IP assignment
- Built 5-year financial model and investor materials: \$3M cap SAFE, 1-to-12 title portfolio strategy
- Designed phased GTM for Cluck: Steam Next Fest, indie festivals, creator partnerships, Kickstarter
- Executing \$100K pre-seed raise via SAFEs, grants (Epic MegaGrant, Wings Fund), and crowdfunding
- Leading product on Cluck (3D platformer) with 10+ person team through milestone-driven Steam release

### Founder / PM / Dev | Pottery Friends Feb 2025 – Present

- Shipped a full product ecosystem solo using AI-native development (Claude Code, Claude API): native mobile app, marketing site, analytics dashboards, and internal docs
- Running a structured early access beta with 150 members: tracking D1/D7 retention cohorts, activation funnels, and PMF surveys to validate product-market fit
- Prioritized by killing scope ruthlessly: cut a planned marketplace after user interviews, pivoted the home screen when engagement data contradicted the hypothesis, reduced 40 onboarding quests to 8
- 15+ repos, 59 migrations, 19 edge functions across React Native, Next.js, Supabase, Stripe, and PostHog. Full-stack development from zero to production using AI-assisted workflows

### Fractional AI Product Manager | Swob Mar 2025 – Present

- Defined AI product strategy for a swipe-to-hire platform: reframed founder 'AI' assumptions as targeted automations, cutting months of misallocated engineering and surfacing legal risks in predictive turnover models
- Built 5 functional prototypes using AI-assisted development (Claude Code + Next.js + Supabase), each serving as both investor demo and living engineering spec
- Designed AI-ranked candidate pipeline aggregating Indeed, ZipRecruiter, and native applicants. Swipe-to-match prototype reduced manager shortlisting time from days to under 2 minutes
- Prototypes used directly in investor meetings and enterprise sales conversations with restaurant brands

### Senior PM | Treasure DAO Apr 2024 – Nov 2024

- Launched Quest v2 and Verified Actions, increasing user engagement by 30% and reducing data integration time by 40%
- Defined 2024 roadmap; improved team delivery velocity by 25%
- Led the launch of a new chain on Arbitrum, expanding user base by 20% and boosting transaction speeds by 50%
- Shipped refactored web app, gaming marketplace, testnet, and developer portal, increasing active developers by 35%

### Senior Technical PM | Mythical Games May 2022 – Dec 2023

- Shipped a cross-title game services platform that unified engagement and monetization. Player retention up 20%, revenue up 15%
- Led a cross-functional team to deliver digital asset marketplace on time and under budget, opening a new revenue stream across multiple titles
- Defined the game services roadmap by identifying gaps competitors missed: live ops tooling, unified player identity, and cross-title progression

### Founding Product Manager | Genies Feb 2021 – May 2022

- Built the Creator Ecosystem from concept to launch with partners like Gucci and GIPHY
- Launched e-commerce storefront generating \$100K in weekly sales; shipped mobile app with GIPHY integration, scaling to 3K early users
- Defined GTM strategy that grew alpha community to 1K users

**Digital Product Manager** | AAA

Mar 2018 – Aug 2020

- Launched an API-driven mobile app to 6M members with real-time vehicle tracking, saving \$2M/year in call center costs by shifting support to self-service
- Owned product strategy end-to-end with weekly C-Suite and VP presentations, the only PM reporting directly to executive leadership
- Ran competitive analysis, focus groups, and multivariate tests that drove a 30% improvement in onboarding completion

**Product Manager** | Big Fish Games

Mar 2017 – Oct 2017

- Built the analytics pipeline from scratch (ETL + Tableau), giving the team its first real-time view of player behavior and monetization
- Ran multivariate tests on onboarding and core loop. Engagement up 20%, session length up 50%

**Product Manager** | Bandai Namco

Aug 2016 – Mar 2017

- Ran product operations for the PAC-MAN franchise: 10M+ weekly installs, 1M+ MAU at global launch
- Pivoted acquisition from organic to paid after analyzing cohort data. Retention improved 20% because paid users had higher intent

**Director of Product** | Flow State Media

Nov 2015 – Aug 2016

- Owned product strategy for a suite of mobile games, where content and monetization optimizations drove 8 consecutive months of revenue growth

**Product Manager** | SUPERLABS

Mar 2015 – Sep 2015

- Led pre-production product definition for a VR game, where competitive research across VR, open world, and MMO genres shaped the design direction (company later acquired by Zynga)

**Product Manager** | Jam City

Aug 2013 – Mar 2015

- Launched and scaled product to 1M+ DAU
- Developed a \$50M product by refining content, design, and monetization
- Drove 20% MoM revenue growth through currency optimizations and content production

**Content Manager** | Zynga

Jun 2009 – Apr 2013

- Shipped features across 4 franchises (FarmVille, FrontierVille, Treasure Isle, PetVille) during Zynga's peak, learning live ops at a scale few companies have matched
- Built Zynga's first mobile raiding feature (Mafia Wars iPhone), an early bet on mobile that shaped the company's platform shift

**SKILLS**

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**Product Leadership:** Product Strategy & Vision, Roadmapping & Prioritization, Cross-Functional Team Leadership, Go-to-Market Strategy, Stakeholder Management

**Growth & Engagement:** Retention Loops & Growth Levers, Pricing, Packaging & Monetization, A/B Testing & Experimentation, Live Service Operations, Funnel Optimization & Analytics

**Technical Execution:** React / Next.js / React Native, TypeScript & Full-Stack Development, Supabase / PostgreSQL / APIs, Marketplace & Transaction Systems, AI Integration (Claude API)

**Tools & Platforms:** Figma & Design Systems, PostHog / Tableau / Analytics, Stripe Payments & Commerce, Vercel / CI/CD / DevOps, Agile / Scrum / Sprint Planning

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**Interests:** Ceramics, Functional Fitness, Nutrition, Urban Farming