

Travis S. Lydon

Product Leader

Senior product leader thrives in 0→1 environments, specializing in complex technical systems and scalable product delivery across blockchain, fintech, consumer tech and more.

SKILLS

Product + Project Management •
Cross Functional Team Leadership •
Stakeholder Management • Agile •
Roadmap + High-Level Strategy •
User Engagement + Acquisition •
Customer Interviews • ICP Analysis •
Business Intelligence • Pricing •
Product Lifecycle • Innovation •
Product Design Thinking • UI/UX •
Data + User Analytics • A/B Testing •
Web, Mobile, App Design •
CSS • HTML • Wireframing •
Javascript • ThreeJS • Python •

TOOLS

JIRA • Confluence • Asana • Trello •
Notion • Monday • Google Suite •
Adobe Suite • XD • Sketch • Figma •
Zeplin • Webflow • Optimizely •
Braze • Mixpanel • Tableau • Hotjar •
Google Analytics • Airtable • SQL •
Shopify • Wordpress • Zendesk •
Rhino • Sketchup • V-Ray •

CONTACT

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EXPERIENCE

Product Manager

Kadena

September 2023 - November 2025

- Led product for a scalable Layer 1 Proof-of-Work blockchain during a critical rebuild phase, driving multiple 0→1 efforts across core protocol, developer ecosystem, and enterprise-facing proposals aimed at institutional use cases.
- Took ownership of a fragmented product surface area on arrival, consolidating siloed initiatives into a unified roadmap and introducing a standardized Project Proposal and delivery framework to improve cross-team alignment and execution.
- Served as the connective bridge between highly technical engineering teams and non-technical stakeholders, translating complex technical concepts into clear product direction while aligning priorities, timelines, and resource allocation.
- Led Kadena's RWA Token Standard and Tokenization Platform from concept to audited MVP, enabling compliant real-world asset issuance and supporting early partner integrations to position Kadena within the growing on-chain RWA space.
- Drove Chainweb EVM product execution and ecosystem readiness, including testnet launch support, developer tooling initiatives, hackathons, and the creation of Kadena's first Community Workboard to accelerate developer engagement.
- Shipped SpireKey (WebAuthn wallet SDK), Marmalade V2 (NFT token standard update), and multiple other protocol-level products and security features.
- Defined and evolved product strategy and sequencing by balancing business goals with engineering constraints, consistently delivering high-impact outcomes in ambiguous, resource-constrained environments.

Fractional Product Manager

GreenWave Product [Personal Consultancy]

April 2023 - September 2023

- Briefly explored my own consultancy, advising multiple companies on product direction while defining their product strategies. Conducted market research, SWOT and competitor analyses to refine product roadmaps and positioning.
- Helped drive product discovery for a company in the e-learning industry by conducting competitive analyses to improve their onboarding flow, leading to ~20% increase in conversion and an average contract value increase of \$1,788.

Head of Product

Because Intelligence

April 2022 - April 2023

- Led end-to-end development by owning product roadmap, integrations, and customer success of a content automation platform for high-SKU e-commerce stores, focused on achieving product market fit and gaining market traction.
- Led roadmap execution by translating product vision into actionable tasks for engineering through concise requirements and prioritized feedback to reduce sprint carryover by an average of 1.5 story points per week.
- Conducted competitive market analyses through direct customer interviews, creating a clear process of translating customer needs, pain points and future needs of current and prospective customers yielding a 35% increase to ACV.
- Managed hiring and provided mentorship for design and engineering teams through revised planning sessions and updated Trello workflows, increasing standup frequency and saving roughly 25% of time on deploy testing.
- Successfully executed Klaviyo partner integration. Led requirements research, API documentation, and product launch strategy to expand the product offering to 260+ integration partners with a projected 1.25x increase in deal size.

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Product Leader

EXPERIENCE [ctd.]

Director of Product Management

Prizeout

February 2020 - April 2022

- Led product for a first-in-class suite of B2B2C products in the ad tech / payments space pairing partners looking to monetize withdrawals with brands looking to promote acquisition and retention through a unique solution.
- Partnered closely with operations leadership to drive strategic direction and development of our processes, technologies, vendor relationships and partner / merchant experiences to support our three-sided ecosystem.
- Led roadmap and core product feature development of our consumer-facing product, partner implementations and integrations, working closely with dev to ensure on-time delivery. Added \$1B+ of inventory with 8+ integrations to leading aggregators, plus direct integrations into Shopify, WooCommerce, and Square.
- Built out a direct two-sided integration with Coinbase, first onboarding them as a partner while also building a unique Stored Funds vehicle (Coinbase 'Gift Card') for them to acquire customers as a Brand within our marketplace.
- Built out a unique Accounts experience with a rewards program, branded funds wallet, and robust account security. Aimed to make Prizeout a more integral tool for customers, Accounts increased usage by almost 15%.
- Owned a wide range of cross-functional projects, ranging from International expansion and hiring to implementation and program management of our ISO-27001 compliance efforts, of which we were accredited / certified.

Head of Product

FleetWit [Absorbed in founding of Prizeout]

April 2019 - February 2020

- Led end-to-end development, product vision and roadmap, release and post-release iterations of a suite of products and apps within the skill gaming space.
- Worked with CEO to explore a standalone trivia league implementation as a means to diversify engagement with the FleetWit trivia question catalog. Conducted user research to identify opportunities and establish a concise MVP feature set, with the goal of using this new vehicle to reduce our CAC by 20%.
- Led engagement with an external agency focused on developing backend features for Trivia Leagues MVP. Provided API build structure, coordinated stakeholder engagement, and redlined contracts / proposed scopes to reduce expected cost by \$27k (42% of original estimate).
- Released two new apps from the FleetWit family, Quizcapade (Android) & Riddles (iOS) aimed at exploring a freemium model based on ad revenue. Marginally successful for no marketing budget, as it showed a \$.37 ARPI.
- Led integration of Prizeout MVP into the FleetWit ecosystem. Provided hands-on support during analysis, design, development, testing, implementation, and post implementation phases for the first \$10k in orders.

CPO + Co-Founder

Koachify [Accepted into StartupNext Winter 2015]

July 2015 - February 2016

- Co-Founded sports logistics company as Product Lead + CPO. Conducted market research, competitive teardowns, product scoping and initial wireframes.
- Built initial product wireframes for customer-facing discussion while establishing product roadmap and high-level direction for expansion into wearable technologies during StartupNext Accelerator (Winter 2015).

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EXPERIENCE [ctd.]

Product Manager - User Retention

Influenster [Acquired by Bazaarvoice August 2019]

February 2018 - April 2019

- Led end-to-end development, release and post-release iterations for a product discovery platform. Primary focus on user retention and member marketing, encapsulating everything from new feature development around member re-engagement to optimization of existing features through testing and analysis.
- Designed and implemented a full GDPR compliance plan in the first 3 months, facilitating vendor onboarding and coordinating required product updates for 100% compliance ahead of the May 25 deadline.
- Led Braze CRM Implementation, improving user lifecycle engagement with dynamic content and trigger-based messaging. Leveraged this integration to re-engage lapsed cohorts, increasing retained MAU 6% in month one.
- Launched a personalized content feed to increase time in-app and foster a “sticky” product experience while enhancing product discovery. Implemented lazy loading, resulting in a 30 ms average reduction in load time.
- Developed social networking features aimed to re-engage lapsed users, which paired with the personalized content feed increased monthly active users by over 20% in roughly 4 months.

Technical Product Manager

Rukkus [Acquired by TickPick July 2018]

October 2014 - February 2018

- Led all product development for a first-in-class secondary ticketing company focused on enriching the customer ticket-buying journey. Acquired by TickPick in July 2018, largely for the venue map catalog and Seat360 products I led.
- Oversaw development and execution of the Venue Map project, taking our standard 2D seat maps to industry-leading levels by incorporating SVG overlays, dynamic fills, and row-level information that surpassed all industry counterparts.
- Increased monthly gross margins by roughly .77% by resolving breakages identified in comprehensive margin / transaction analysis in Tableau. Used these learnings to uncover systematic mapping flaws within our venue maps, which once resolved expanded our catalog of high-margin inventory on site by 5%.
- Architected the full Seat360 product, managing a team of 10+ while simultaneously refining the process of deployment for 85+ professional sports venues including MLB, NFL, NBA and NHL with 360 degree seat view imagery.
- Collaborated with Lead Dev on 3D venue map pipeline, building the initial version of the in-browser 3D experience using the three.js Javascript library myself, leading us to the “first VR ticket purchase”.
- Led and delivered an exclusive white label integration with Shazam, mainly built around a new API I outlined to power all ticket sales on their platform for the duration of the exclusive partnership.

EDUCATION

Bachelor of Architecture (Professional Degree)

Rensselaer Polytechnic Institute

- Dean’s List Honoree

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