Troy Lendman

AI TOOLSETS & VIBE CODING, PRODUCT-DESIGN, MARKETING LEADER

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PROFESSIONAL EXPERIENCE

DIRECTOR OF PRODUCT DESIGN — Shyft Technologies, Inc. | August 2017 – Present

- **Shyft 3.0 Mobile Redesign –** Led research, wireframes, prototypes, UI, and delivery for new iOS/Android app. Time-to-shift post decreased 22% and App Store rating increased 0.4pts.
- **Manager Dashboard Redesign –** Spearheaded redesign of the Shyft 3.0 Manager Dashboard application, leveraging the Shyft 3.0 mobile UI/UX framework to create a modern web experience for administrators.
- **SMB Initiative –** Orchestrated SMB product features to improve onboarding; increased paid customers 100%+.
- **Conversational Scheduler Prototype (ShyftAI) –** Developed GPT-4 NLP workflow with 50-state labor-law rules; internal pilot shows scheduling time cut 80%.
- **Design-Engineering Pipeline –** Authored Jira stories and partnered with QA & dev to resolve 150+ bugs and feature tickets.
- **Leadership & Enablement:** Mentored CEO + 4 engineers in prompt engineering, RAG architecture, and cost optimization, tripling team AI delivery velocity.

DIRECTOR OF MARKETING — Shyft Technologies, Inc. | August 2017 – Present

- **Programmatic SEO Engine –** Generated an AI-powered automated flow to create 50K SEO-optimized, geo-targeted pages/week (99% Google index), adding 120K organic sessions/mo and driving 30% of trials. 300%+ increase in LLM traffic.
- **Brand Identity & Logo Refresh –** Directed full rebrand; produced guidelines for apps, site, and social for consistent visuals.
- **Graphic & Trade-Show Assets –** Produced websites, booth designs, billboards, sales decks to maintain brand cohesion.
- **Website Relaunch (WordPress)** – Redesigned IA, graphics, copy; page speed improved 45% and visitor-to-trial conversion increased 30%.
- **Multi-Channel Campaigns** – Managed Google & Meta spend; social reach grew to 250K and CAC decreased 40%.
- **Lifecycle Email & Drips** – Behavioral triggers and vertical content lifted trial-to-paid conversion 24%.
- **Schema, FAQ, AEO/GEO Markup** – Boosted AI search click-share 300%+.
- **Image Tagging Pipeline** – Generated AI-powered workflow to auto-tag WordPress posts with images, eliminated duplicate hero images, and raised blog CTR 11%.
- **Pricing Experiments** – Tested monthly vs. usage tiers; ARPU up 18% and churn down 11%.
- **Analytics & Funnel Alerts** – GA4/GTM to Sisense dashboards to track new user signups.

FOUNDER, CEO — FSMN (@faststocknewss) | November 2021 - Present

Built a real-time stock market news platform with 100K+ engaged followers, breaking earnings & SEC filings 30-60 seconds ahead of majors with 8% CTR on alerts. Generate automated AI-powered reports. Developed an AI-powered "Context Engine" briefing chats with company facts, voice, and workflows, while adapting to user preferences and conversation style.

FOUNDER, CEO — Barista Life, LLC | March 2013 - Present

Bootstrapped lifestyle brand to $100K+ revenue and 250K followers, launched PenPal & Barista Bottle products. Closed paid sponsorship with Shyft. Operated DTC e-commerce, wholesale, and event pop-ups. Bloomberg, WSJ, BuzzFeed, Cosmopolitan mentions.

SIDE PROJECTS & TECH PLAYGROUND

- **MD/DO StudyBuddy:** RAG tutor raised COMLEX scores 41pts, cites exact source lines for peer study group.
- **Prompt-Engineering Assistant:** CLI/web tool turns rough asks into optimized prompts; powers daily QA and cost checks.
- **Shift Absence Predictor:** ML model forecasts same-day call-offs with 83% precision, auto-posts open shifts.
- **SEO Image-Matcher:** Python script tags 50K articles/week with unique hero images, boosting blog CTR 11%.
- **Reddit Engagement Bot:** 24/7 value replies in 35 subreddits, driving 12% more referral traffic to Shyft site.
- **FastStock Journal:** Solo-built trading-journal SaaS in 3 days (React/Vite/Tailwind, Supabase, Stripe) for P&L analytics.

Python, TypeScript, React/Next.js, Postgres, LangChain, LlamaIndex, RAG, LLM fine-tuning, OpenAI & Anthropic APIs, Figma/Sketch, Design Systems, Programmatic SEO, GA4/GTM attribution, A/B testing.

EDUCATION

California State University, Northridge — B.S. Marketing | 2011-2015