PMForge Verified Portfolio

PRODUCT MANAGEMENT

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2 Simulations Completed

BRIDGING VISION AND EXECUTION

This portfolio documents real strategic decisions made inside PMForge's high-stakes simulations. Every entry reflects structured analysis, stakeholder reasoning, and professional-grade deliverables — the kind of work that separates strong candidates in competitive PM interviews.

Core Competencies

Methodologies

- User Research & Discovery
- OKR Framework
- A/B Testing & Experimentation
- Product Roadmapping
- Go-to-Market Strategy

Technical Skills

- JIRA & Product Analytics
- Figma (Stakeholder Reviews)
- SQL & Data Analysis
- KPIs & Success Metrics
- Stakeholder Alignment

PROJECT ONE

PDM TRACK

Project	**TechStream: Onboarding Redesign — TechStream**
Objective	Lead the redesign of TechStream's new-user onboarding experience to reverse a sharp drop in day-30 activation and trial-to-paid conversion. You have one squad, six weeks, and a CEO watching.
The Action	We are explicitly NOT investigating feature gaps, pricing, or post-activation retention this sprint. The constraint is time: a one-week sprint must answer one focused question. We are also not analysing power users or retained accounts — their behaviour won't explain why new users are failing.
The Result	A/B holdout: 50% of new self-serve trial users receive the template gallery (treatment), 50% receive the existing onboarding (control). The holdout runs for a minimum of 3 weeks to reach statistical significance at our traffic volume (~800 new trial signups per week). This gives us true causal measurement — not just a before/after comparison that could be confounded by...

Technology / B2B SaaS · 6–8 hours across 5 modules · Completed 27 April 2026

PROJECT TWO

PM TRACK

Project	**Meridian Tower: Mixed-Use Build Recovery — Westbridge Properties**
Objective	Step in as Assistant PM on a $312M, 32-storey mixed-use development that is 6 months behind schedule and $4.2M over budget. A disputed curtain-wall delay, a pre-leased tenant with a $4.5M penalty clause, and a departing GC president all need your attention — fast.
The Action	FacadeTec work stoppage — Likelihood: High, Impact: High — Owner: Hank Arroyo (GC). FacadeTec has threatened to stop work within 2 weeks if the change order dispute is not resolved. A stoppage would add 6–8 weeks to an already 6-month delayed schedule.
The Result	1. Apex Legal penalty exposure — Acceleration measures reduce but do not eliminate the $4.5M risk. Decision point in 3 weeks on whether additional recovery spend is required. 2. FacadeTec remaining dispute ($900K) — Formally disputed but not yet resolved. If FacadeTec contests the settlement, further legal cost and potential delay risk follows. 3. Outstanding ASIs from...

Construction · 8–10 hours across 6 modules · Completed 6 May 2026