

Jacob Horgan - AI Product Manager

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5yrs Product Management Experience | **2** Web3 Co-Founder | **5** Products Launched | **3** NFT Sales | **1** Token Launch
\$1,600,000 Revenue Generated | **\$1,500,000** Funds Raised | **19,000** Community Members

Work Experience

Irvale Studio / Zatrovo

Jan 2026 – Present

Founder & AI Product Manager

- Shipped Zatrovo, a multi-tenant SaaS within 2 months completely solo; specs, design, code, infra, support, marketing
- Built agentic AI workflows using Claude Code to ship features at small-team velocity
- Ran SEO, AI search, and Google Ads GTM with Claude Code-driven keyword and competitor analysis
- Acquired the first 2 paying SaaS customers within 2 weeks of launching Zatrovo
- Redesigned a fitness studio client's site and booking experience, growing weekly signups 3x and weekly bookings 3-5x
- Delivered a custom AI automation for a recruitment agency that reduced a ~2hr candidate outreach task to ~5mins
- Owned customer research, interviews, product discovery, and user research to achieve product-market fit for SaaS

Kalmia

Jun 2024 – Jan 2026

Co-Founder & Product Manager (True Miner - Gamified DeFi Mining App)

- Designed and launched a Telegram TON Miniapp and Abstract Web App, acquiring 18,000+ users
- Achieved 34% D1, 25% D7, and 12% D30 Retention
- Grew the product to ~2500 MAU, ~240 DAU, and \$40k+ revenue
- Designed and launched an integrated 2D Unity mini-game
- Built and analysed BI dashboards for product optimisation
- Built and managed a 4,000+ member Telegram community, driving app retention
- Hired and led a 5+ person marketing team across campaigns
- Developed and executed GTM strategies for TON and Abstract ecosystems
- Owned the roadmap, user journeys, customer research, product analytics, OKRs, testing, and backlog management

Product Manager (Chess Universe - NFT Migration and Sale)

- Defined the product vision for NFTs, tokenised assets, and Web3 progression systems and game loops
- Managed the full NFT migration from Polygon to Immutable
- Launched an NFT sale generating \$20k+ revenue
- Aligned product requirements and stakeholders across Kalmia, Chess Universe, and Immutable

Litoja Labs

Sep 2021 – Sep 2023

Co-Founder & Chief Product Officer (Aradena - Tactical TCG NFT Game)

- Designed, developed, and published a 3D Unity Tactical TCG on Epic Games
 - Generated \$1.3M from a 13-minute NFT sell-out to 2,600+ unique buyers
 - Built a generative script producing 8,000 NFTs from modular artwork
 - Grew and managed a 15,000+ member Discord community
 - Designed and launched a web-app game reaching 5,000+ peak MAU
 - Scaled the team from 3 founders to 15+ full-time staff, plus outsourced teams
 - Generated \$250k+ revenue from NFT card pack sales
 - Raised \$600k investment from Animoca Brands
 - Designed tokenomics and launched the game token, raising \$900k in allocations
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Education

University of Leeds, UK - *BEng Electrical Engineering First Class Honours (1:1)*

Sep 2016 - Jul 2019

Skills: Product Management, AI coding, Agentic AI, UX/UI, Game Design, Gamification, Data Analysis, Leadership

Tooling: Claude Code, Cursor, Supabase, Vercel, Figma, Unity, Notion, Jira, Trello, Miro, GitHub, GA4

Interests: Golf, Football, Tennis, Hiking, Chess, Board Games, Strategy PC Games, Fitness, Health