

Tessa Verster

AI Native Product Builder & Community Leader

• Cape Town, South Africa • +27 72 604 1953 • tessa@live.co.za • linkedin.com/in/tessa-verster

CORE SKILLS

Product Strategy

Roadmap ownership, prioritisation, tradeoff decisions, outcome-led delivery, OKRs.

Discovery & Research

Customer interviews, contextual inquiry, usability testing, behavioural analytics.

AI & Emerging Tech

AI product strategy, LLM-powered features, rapid prototyping.

Regulated Delivery

Customs and trade compliance, regulatory trade-offs, auditability.

Stakeholder Leadership

Cross-functional delivery with engineering, design, data, risk and compliance; C-suite facilitation; mentoring.

TOOLS

Claude Cowork

Claude Code

Lovable

NotebookLM

Figma

Notion

Linear

Jira

Amplitude

Mixpanel

Miro

GA4

Looker

Userpilot

EDUCATION

BA Honours, Information Design

University of Pretoria
2016–2019 • Academic Honours

Matric (NSC)

St Stithian's Girls' College

CERTIFICATIONS

Certified Scrum Product Owner (CSPO)

HONOURS & AWARDS

- Golden Key Honours Society
- Honorary Academic Colours
- Academic Honours

PROFILE

I'm an AI product manager currently shipping AI agents and LLM-powered search on a global enterprise SaaS platform, with six years of combined product, UX research and information design experience. Strong record of driving discovery through customer research, behavioural data and analytics, with prior product ownership in a regulated workflow environment. I'm also an active community builder as Africa's first Claude Community Leader and a TEDx organiser.

EXPERIENCE

AI Product Manager • Fuse Universal

Nov 2025 – Present

Cape Town • Enterprise learning platform serving global organisations

- Own the AI strategy for agent creation and AI search features, driving pilots, discovery and R&D from first principles through to validated product direction.
- Launched Lyra, an AI agent for performance-first learning, partnering with engineering, design and customer stakeholders from concept through delivery.
- Driving Lyra's next phase of personalisation, enhancing MCP- and RAG-powered search so the right learning surfaces at the right moment for each user.
- Defined and delivered a platform-wide translation strategy: scoped the customer problem, built the business case, aligned engineering and operations on sequencing and trade-offs.
- Embedded responsible-AI considerations into product decisions, balancing customer value against model risk, cost and operational resilience.

Product Manager • AUX Studio

Aug 2022 – Nov 2025

Cape Town • Product consultancy serving enterprise and scale-up clients

- Owned roadmap and prioritisation for a customs and trade-compliance workflow product in a heavily regulated environment, balancing customer value, regulatory requirements and engineering feasibility.
- Designed and shipped a first-in-class tiered subscription model for a customs brokerage self-service innovation project, informed by customer segmentation, competitive analysis and pricing research.
- Introduced AI-powered prototyping into discovery and delivery, compressing concept-to-validation cycles and improving stakeholder alignment.
- Facilitated UX vision workshops aligning C-suite, operations and engineering on strategic direction and trade-offs.

Product Designer & Researcher • AUX Studio

Mar 2020 – Jul 2022

Cape Town

- Led discovery for startup and enterprise clients via user interviews, contextual inquiry and focus groups; produced personas, journey maps and technical diagrams that informed product decisions.
- Prototyped, designed and user-tested solutions, advocating for voice-of-customer in key product decisions.

COMMUNITY & LEADERSHIP

The AI Collective

Cape Town Chapter Lead
Sep 2025–Present

Claude Community

Community Leader for Product Builders
Jun 2026–Present

TEDx

Organiser