

# Aleena Khan

Product Manager | AI, Growth & Monetization | [aleenakhkhan.com](https://aleenakhkhan.com)

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## SUMMARY

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Product manager with 8+ years in B2B SaaS and consumer mobile. Took Intel, a zero-to-one AI product, from discovery to 84 signed accounts and \$11M in contract value in 3.5 months after launch. Previously spent three years on a PLG team owning activation, adoption, retention, and expansion, lifting net revenue retention from 96% to 104%.

## WORK EXPERIENCE

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**Validity** (formerly Litmus, acquired Apr 2025) | Remote

**Product Manager, AI** Jun 2025 – Present

*Validity's email marketing platform helps teams build, test, and optimize emails to maximize ROI.*

- Launched Intel, an AI competitive intelligence product, signing 84 accounts within 6 months by replacing manual monitoring with proprietary insights.
- Ran a 10-customer pilot that converted 80% to paid, validating willingness to pay before launch.
- Owned the roadmap and backlog for a 3-person data pipeline team processing 150M emails a day; defined the requirement to preserve A/B test variants during ML-based deduplication, partnering with data science on the model and cutting projected annual storage costs 36% (\$436K to \$278K).
- Developed an AI prototyping engine that enabled sales to self-serve, generating 350+ reports in 12 weeks and influencing \$60M in sales pipeline.
- Championed and shipped peer-matched benchmark reports across 46 industries, comparing brands only to competitors of similar size and send volume; answered a years-long customer request and became a key sales demo asset.

**Sr. Growth Product Designer, PLG Team** Nov 2021 – Jun 2025

- Aligned the PLG roadmap to the company's net revenue retention goal, lifting NRR from 96% to 104% in 2024.
- Brought two new products to market, driving 295% YoY adoption, 8% higher retention, and contributing to 14% business growth through new monetization strategies.
- Addressed cross-cohort engagement gap by building a new dashboard, increasing personalization starts by 31%, retention by 8%, and accounts adding users by 192%.
- Rolled out a personalized PLG motion showing each account a preview of a new feature built with its own brand, converting 8% of 3,000+ users to product-qualified leads and 74% of trials to paid; set the model for in-app upsells.
- Increased users starting core actions by 104% by scoping, researching, and shipping a homepage update in 4 weeks.
- Lifted first-time feature adoption by 23% by diagnosing new-feature drop-off with Heap funnel analysis and session replays, then prioritizing fixes.

**GEICO** | Maryland / Remote

**Sr. UI Designer, Mobile App** Dec 2019 – Oct 2021

**UI Designer** Oct 2018 – Dec 2019

*Leading U.S. auto insurer providing coverage to millions of policyholders.*

- Pitched and led a mobile app redesign impacting 17 million policyholders, maintaining a 4.8 app store rating.
- Redesigned core mobile app flows, lifting billing transactions 8.2%, digital ID card downloads 16%, and in-app claims requests 4%.
- Reduced customer service calls by 9.7% by migrating the paper bill option to a streamlined digital experience.

**Price Intelligently** | Boston, MA

**Visual Designer** Feb 2017 – Apr 2018

- Partnered with Product Managers on wireframes for a SaaS pricing analytics dashboard.

## EDUCATION & CERTIFICATIONS

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**Reforge:** Product Strategy, Growth Strategy, Advanced Growth Strategy, Experimentation + Testing

**AS, Business Administration** | Georgia State University   **Graphic Design Certificate** | The Creative Circus

## SKILLS

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**Product:** Zero-to-one, AI product, pricing and packaging, PLG, experimentation and A/B testing, customer discovery, roadmapping, agile/scrum

**Analytics & tools:** Heap, Pendo, Tableau, Google Analytics, Periscope, Atlassian suite, Figma, Claude Code (AI prototyping)