Becky Lasky

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PRODUCT LEADER · CUSTOMER EXPERIENCE · SHIPS CODE

I've owned the whole customer journey, from acquisition through retention and support, and the whole product cycle, from discovery to launch and iteration. I combine firsthand user feedback with my own data analysis to decide what to test and judge what the results mean, so my roadmap is rooted in real user needs. I can ship myself with Claude Code or work collaboratively with an engineering team to keep scope tight. I build custom AI skills and agents to automate workflows and accelerate product development.

EXPERIENCE

Hampr — *on-demand laundry service in ~20 states (acquired by SoCal Laundromats, 2026)*

Senior Product Manager April 2026 – present

Retained after the acquisition as the company's only product manager, reporting to Hampr's former CEO, to build product for the new model serving customers through owned and partner laundromats.

- **Ordering platform**: Led discovery and built the prototype for app.hampr.com, the company's new ordering platform, which replaced the legacy Los Angeles site and launched in San Diego. Ship code to it daily with Claude Code.
- **New lines of business:** Lead product for the company's first in-store laundromat (opening early 2027) and designed its facility partner program, from onboarding flow to payout structure.
- **Pricing:** Ran pricing tests and cohort analysis showing our new monthly-only plan would cut net revenue by about $326K a year. We rolled it back.
- **Growth:** Designed and ran experiments to increase orders in Los Angeles, finding that price changes alone didn't move demand.
- **Vendor integration:** Owned the integration with our third-party order management platform, shipping live web ordering with no changes to the vendor's API.
- **Support automation:** Built a daily AI agent that turns support conversations into deduplicated engineering tickets, saving several hours of triage a week.

Head of Product & Customer Experience 2024 – April 2026

Member of the leadership team through the company's acquisition. Led product, customer support and account management across residential and commercial lines of business.

- **Team:** Managed 6 people across support, account management and gig-worker hiring. Restructured support and account management with fewer people, keeping CSAT above 90%.
- **B2B:** Owned the commercial customer journey through the company's shift from consumer to B2B. Built account pricing up from gig-worker labor costs to protect account margins.
- **Funnel efficiency**: Set minimum order size and service-area rules for new leads, so the team spent onboarding calls only on accounts we could serve.
- **Account retention:** Built daily account dashboards and automated order-change alerts. The alerts flagged four at-risk accounts; we moved them to per-load pricing, and all four stayed.

- **Pipeline visibility:** Automated CRM pipeline updates into Notion, giving the whole company visibility into commercial accounts.
- **Engineering:** Managed a full-stack developer and a 3-person offshore team I selected, which rebuilt the company's apps.
- **Roadmap:** Owned the product roadmap and set hiring and pricing priorities with the CEO and leadership team.
- **Acquisition:** Prepared product and customer data for investor updates and acquisition due diligence, and met with the buyer.

Product Manager (promoted from Product Owner, 2021 – 2022) 2022 – 2024

- Owned roadmap and delivery for a 6-person development team.
- Streamlined the cart flow: +40% first-order conversion.
- Launched a reorder flow used by 50% of customers. Users of it were 95% more likely to reorder within 14 days.
- Launched direct booking for washers: +11% claim rate and claims 50% faster.
- Ran onboarding and trial experiments that lifted membership conversion 28%, and pricing experiments that raised ARPU 13%.
- Ran user interviews and SQL retention analysis to set onboarding, pricing and roadmap priorities.

EARLIER CAREER

Costume Designer & Assistant Costume Designer · TV, film and Broadway

- Ran budgets of $1M+ and teams of designers, artisans and vendors worldwide on fixed shooting schedules.
- Credits include The Marvelous Mrs. Maisel, The Americans, Gotham and Broadway's American Psycho.

Digital Project Manager / Web Producer · Juno, Cablevision, Vindigo

- Led cross-functional teams of 10+ on site redesigns, publishing workflow and backend upgrades, and content partner integrations.

SKILLS

Building with AI: Claude Code (custom skills and agents), GitHub, Lovable, Intercom Fin
Testing and research: Statsig, Lyssna (user testing)
Data: SQL (Snowflake), Amplitude, Segment, Tableau
Tools: Figma, Linear, Jira, Notion, HubSpot, Attio, Intercom, Stripe

EDUCATION

MFA, Tisch School of the Arts, NYU · BA, Art History, Bryn Mawr College
Certificates: AI Product Management, Product School · Data Analytics, General Assembly · Data for PMs and AI Foundations, Reforge