

Joris Colleret

Senior Product Manager

7+ years of experience building and scaling crypto, fintech and AI products. Senior Product Manager owning end-to-end product lifecycles across crypto exchanges, wallets and DeFi, now leading **AI-agent trading and MCP (Model Context Protocol)** products. Strong track record with both **B2C and institutional users**, using data and user feedback to drive prioritisation, conversion and revenue. **Proven 0→1 launches and scalable growth from 1→10.**

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WORK EXPERIENCE

Senior Product Manager

Yellow (Yellow.pro) - Independent Contractor

03/2026 - Present

Remote: Europe

Crypto spot & perpetuals exchange (CEX speed, user-controlled custody) · AI-agent trading via MCP · Web & mobile terminal

Achievements/Tasks

- **Product lead for AI-agent trading (MCP, Model Context Protocol):** defined the vision, PRDs and roadmap that let AI agents and LLM clients (Claude, ChatGPT, Cursor) read crypto markets, manage risk and place spot and perpetuals orders on a user's exchange account.
- **Launched the local, open-source Yellow Pro MCP server** (public npm package): scoped the tool surface (market data, balances, orders, positions, funding, transfers), wrote the agent-facing documentation and prompt library, and tested it end-to-end by running live AI trading agents against production.
- **Launched the hosted (remote) MCP connector**, so users connect an AI agent in a few clicks with no local install: owned requirements, authentication and the permission model (read / trade API-key scopes, per-agent keys, key suspension).
- Designed the **in-app AI-agent onboarding**: dedicated agent sub-accounts isolating agent funds from the main account, one-time pairing codes, agent funding, and **agent volume attribution** for leaderboards, competitions and partner reporting.
- **Delivered the Portfolio page from 0→1**, a nine-widget analytics hub (equity curve, P&L, asset allocation, funding rates, liquidation distance, leverage and margin-ratio cards, risk alerts), then specced its merge with the Assets page.
- **Led the mobile redesign** (portfolio-hub home, Mobile UI Improvements epic, full perpetuals parity on mobile) and **conversion-rate improvements across the signup → deposit → first-trade funnel**: onboarding epic, new public landing page, ad conversion tracking.
- Shipped crypto growth mechanics: the **Perps Race trading competition** (volume multipliers, fee-funded dynamic prize pool, Turbo Hours, shareable PnL cards), the referral and KOL partner programme, and new perpetual market listings.
- **AI-native product management**: built a Claude Code multi-agent workflow (discovery, wireframing, specs, QA, product knowledge base) used daily to write PRDs, acceptance criteria and UAT reports across a 600+ ticket backlog.

Product Owner

Blocklabs - Independent Contractor

05/2025 - 01/2026

Remote: Europe

Consumer crypto wallet (Best Wallet) · 35,000 MAU · 5,000 DAU · Swaps, on-ramp, onboarding & monetization

Achievements/Tasks

- Owned **product strategy and roadmap** for a self-custody, multi-chain crypto wallet serving 35,000 MAU across swap, buy, payments and token discovery.
- **Cut swap failure rate by 40% within 90 days** through Amplitude funnel analysis, an overhaul of transaction routing logic and resilient error handling, directly reducing drop-off and strengthening retention.
- Defined **OKRs and North Star Metrics** (DAU/MAU, activation rate, swap success rate); implemented event tracking with Amplitude and Segment, KPI dashboards and alerting, and ran **A/B tests** on activation and conversion.
- Led **go-to-market and launch of the Solana integration**, translating chain-level constraints into wallet UX, backend API integrations and onboarding flows.
- Delivered an **AI support chatbot** (Intercom) for self-serve customer support, and used support-ticket and behavioural data to find root causes of production incidents and lower the repeat-incident rate.
- Shipped advanced on-chain transaction controls (manual gas fees, speed-up / cancel) informed by **user research**, reducing congestion-related failures during high-traffic events.

Contact : Joana Vilas - <https://www.linkedin.com/in/joana-lima-villas-423415b/>

Product Manager

Shiba Inu - Independent Contractor

06/2023 - 12/2024

Remote: Asia

Web3 product suite · ShibaSwap DEX (~5,000 MAU, \$20M TVL) · DAO tooling · Media & subscription platform

Achievements/Tasks

- Product lead for **ShibaSwap**, a DeFi exchange with ~5,000 MAU and \$20M TVL, prioritising liquidity depth, capital efficiency and trader UX.
- **Delivered the Uniswap V2 → V3 liquidity migration in under 60 days** (technical scoping, smart-contract and engineering alignment, liquidity-provider coordination), **driving a 15% uplift in TVL**.
- **Spearheaded a full DEX redesign** grounded in usability testing and competitive benchmarking, **delivering +30% user retention and +20% new-user activation within 30 days**, validated by cohort analysis.
- Launched "The Shib" newsletter **from 0→1: 50,000 subscribers in 3 months** and **\$30K/month in recurring revenue** through community-led distribution.

Contact : Dawa Riley - <https://www.linkedin.com/in/dawariley/>

Product Manager & Ecosystem Development Director

Konstellation / VegaX - Independent Contractor

04/2021 - 01/2023

Montreal, San Francisco

Cosmos SDK Layer-1 blockchain · Decentralised capital markets infrastructure · 0→1 product delivery

Achievements/Tasks

- Owned the product vision for VegaX and drove a ground-up overhaul that **delivered 150% user adoption growth within 90 days**.
- **Shipped 4-6 crypto investment products** (indexes, strategies, yield tracking) for retail DeFi and institutional users, generating a 20% uplift in platform engagement within 30 days of launch.
- Delivered a **0→1 blockchain gaming application** in 3 months, from MVP scoping to launch, with hundreds of players onboarded.
- Built the **validator ecosystem** (80+ validators across Cosmos and Polkadot) and token liquidity incentive programmes on Osmosis, Raydium and MEXC, working with external protocols, investors and the community.

Digital business analyst

Schneider Electric

10/2019 - 03/2021

Boston

Worked on **enterprise digital product strategy** within industrial and IoT contexts.

Achievements/Tasks

- Shaped **MVP scope and success metrics** for a SaaS dashboard for water and wastewater facilities, running 15+ **customer discovery** interviews and workshops to validate problem-solution fit.
- Contributed to a **5–10 year strategic roadmap** for process automation and industrial IoT: competitive benchmarking, value-chain analysis, customer segmentation, market sizing and business cases for new digital services.

EDUCATION

Double Master degree in International Management and Business and administration (English track)

Delivered by: ICN Business school - France, University of Uppsala - Sweden, University of Bologna (UNIBO) – Italy

09/2014 - 06/2018

SKILLS

Product : Product Strategy, Roadmap Ownership, Discovery & User Research, PRDs & User Stories, Acceptance Criteria, Backlog Prioritization, Agile/Scrum, Stakeholder Management, Go-to-Market, OKRs & KPIs, A/B Testing, Funnel & Conversion Optimization, UX Wireframing, UAT

AI : MCP (Model Context Protocol) servers & connectors, AI agents, LLM tool design, prompt engineering, Claude Code, agentic workflows

Crypto & Technical : Perpetuals & spot exchanges, DeFi / DEX, wallets, Cosmos SDK, EVM, Solana, Rust, Go, Solidity, REST & WebSocket APIs, Node.js, React.js, SQL

Tools & SAAS : Figma, Confluence, Jira, Shortcut, GitHub, Zendesk, Notion, Zoho, Miro, Hotjar, Amplitude, Segment, Asana, ClickUp, Claude Code.

Awards: Winner, Cosmoverse Hackathon: 2022 & 2024

Trek: Hiked Everest base Camp and Kota Kinabalu