

Yenny Otero

Founder & AI Product Leader | Strategy to shipped product

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PROFILE

Founder and AI product leader. I define, build and ship AI-native products from first principles, combining product strategy, behavioural science and hands-on engineering. 20+ years across fintech, healthcare and consumer technology, from zero-to-one ventures to platforms serving 1.7 million customers.

Currently building AI applications with LLMs, Next.js, Supabase and Vercel, from discovery and rapid prototyping to production. Most recently designed and built a production event platform adopted by 98% of participants, with Claude in live workflows. Previously led the transformation that took a banking app from 1.8 to 4.6 stars and onboarding from 30% to 85%. MBA-trained in strategy, finance and operations.

SKILLS & TOOLS

AI Product Strategy • LLM Applications • Conversational AI • Behavioural Design • Product Discovery • Rapid Prototyping • Experimentation • Customer Research • Product Leadership

AI Claude • Claude Code • [OpenAI]

Build Next.js • Supabase • Vercel • Tailwind CSS • GitHub

Design Figma • Miro • Jira

EXPERIENCE

Founder & Product Lead, Neon Lighthouse

2025 - Present

AI product studio: designing, validating and building AI-native products.

- Build AI-native products from discovery to production with Claude, Next.js, Supabase and Vercel.
- Building Breathing Room, an AI financial-wellbeing coach grounded in my MBA research on financial avoidance.
- [Designed an AI-powered interview coaching platform.]

Founder & Product Lead, Bachata Connect

2014 - Present

International dance training week: 400+ attendees from 45+ countries, [1,500+ applications in 2026]. Designed and built its participant platform end to end.

- Built a multi-role platform (Next.js, Supabase, Vercel) for participants, reviewers, staff and teachers; 98% adoption.
- Replaced 20-minute manual registration with NFC check-in: 344 arrivals in two afternoons, no manual payment overrides, support emails down 20%.
- Built a rule-based recommendation engine; recommended classes sold at twice the rate of others, and 65% bought add-ons.
- Integrated Claude in production to translate expert feedback and generate digests for artists.
- Repositioned the business after the founding partnership dissolved: record revenue in 2026, revenue per customer nearly doubled since 2023.

Head of Customer Experience, Vanquis Bank

Apr 2023 – Apr 2026

Owned customer-experience strategy across consumer-finance products serving 1.7M+ customers.

- Led early-intervention strategy for credit cards and vehicle finance, helping customers see debt building before arrears; redesigned journeys for 109,500+ customers.
- Built an inclusive-design framework embedding accessibility and vulnerability awareness into delivery; co-authored the Vulnerable Customer Policy.

Head of Design, Customer Experience and Innovation, TSB Bank

2018 – 2023

Owned product design and customer experience through TSB's digital transformation.

- Led the mobile app from 1.8 to 4.6 App Store stars, lifted onboarding conversion from 30% to 85%, and increased digital sales by 20%.
- Shipped a smart digital agent from concept to live in five days during the pandemic.
- Built the in-house design function from zero, embedding customer-centred development across product, engineering and business.

Lead Product Designer, SapientRazorfish

2017 – 2018

Led product strategy and experience design for Amplifon's hearing-aid app, winning six international awards including The Drum DADI and EPICA.

- Designed the app as a companion for behaviour change, helping people adapt to hearing aids and reduce stigma.

Lead Product Designer / Service Designer, Designit

2013 – 2017

Owned projects end to end, from discovery and strategy to delivery, for complex global organisations.

- Redesigned breast cancer diagnosis at Oslo University Hospital, cutting time to diagnosis by 90%, from 12 weeks to 6 days; adopted as Norway's national standard.
- Led service design for Pepper, Bank Leumi's mobile-only bank in Israel, raising onboarding completion from 15% to 95%.
- Redesigned talent-development experiences for 30,000 Telenor employees and contributed to Scandinavian Airlines' loyalty programme redesign for 4M members.

Earlier: Opera Software

2002 – 2013 • Oslo, Tokyo, Beijing

Interaction design for mobile, TV and gaming browsers, including the Nintendo DSi and Wii browsers.

EDUCATION

Executive MBA, Warwick Business School

2023 – 2026

Dissertation: From Avoidance to Agency: How Shame, Temporal Disconnection and Readiness Gaps Prevent Financial Engagement

Certificate in Strategy, Harvard Business School

2023

BSc Informatics, University of Oslo

1999 – 2004

LANGUAGES Spanish (Native) • English (Fluent) • Italian (Fluent) • Norwegian (Fluent)