

Tre Zamora

Product Manager · Applied Product Lead

tzamora@hawaii.edu · trezamora.me · Honolulu, Hawai'i

SUMMARY

Product Manager with 10+ years spanning UX/UI design and applied AI development across Hawai'i and the Pacific. That combination produces a PM who can own discovery, define roadmaps, evaluate technical tradeoffs, and communicate decisions across product, design, and engineering without losing anything in translation. Applied Product Lead capability living inside the Product Manager identity.

EXPERIENCE

Applied Product Manager · Purple Mai'a Foundation *Jan 2026 – Present*

- Manage concurrent infrastructure and technology projects embedded with client organizations across Hawai'i, defining scope, tracking milestones, and keeping engineers and stakeholders aligned on deliverables
- Own product roadmap and cross-functional coordination for **Makali'i Metrics**, a data platform co-built with 2 engineers. Responsible for backlog prioritization, sprint cadence, and stakeholder reporting
- Defined scope, deliverables, and vendor/partner coordination for an internship program framework built from the ground up

Digital Creators Program Manager & UX/UI Specialist · Purple Mai'a Foundation *Jan 2025 – Dec 2025*

- Managed full product and program lifecycle for the Digital Creators cohort: discovery, planning, stakeholder communications, risk tracking, and executive reporting
- Served as the primary communication bridge between participants, community partners, and executive leadership, translating across context without loss

Creative Developer & UX/UI Specialist · Purple Mai'a Foundation *Dec 2023 – Dec 2024*

- Coordinated 3+ simultaneous web product projects for venture studio portfolio companies, managing scope, subcontractor inputs, and client deliverables end to end
- Worked cross-functionally to define product goals, prioritize feature roadmaps, and build delivery plans aligned to client needs and technical constraints

Project Assistant · UHCDC / UH Mānoa *May 2022 – Aug 2023*

- Contributed to institutional project coordination across Hawaiian Home Lands, UHM Wayfinding, HPHA, and UH Hilo, managing documentation, deliverables, and cross-functional communication within a team of 5

Founder & Creative Director · Trezaloha Creative *Jan 2018 – Present*

- Founded and operate an independent studio delivering end-to-end product work for Indigenous and nonprofit clients across Hawai'i and nationally, including NMCCAP, TFIW, and IndigiExchange
- Led product design from discovery to deployment on **ISLE** and **Piko**, both Pele Gold ADDYs (AAF Hawai'i)
- Actively developing Latitude, a personal AI-powered fitness webapp. Handling product strategy, UX, and applied AI implementation

Retail Sales Manager · T-Mobile *Apr 2012 – Apr 2018*

- Promoted to Store Manager. Led teams of 7–14, managed operations, vendor relationships, and performance reporting across 6 years. Foundational experience in stakeholder management and outcome-driven leadership

CORE COMPETENCIES

Product Management Discovery & requirements, roadmap ownership, backlog prioritization, sprint coordination, stakeholder reporting, product tradeoff evaluation

Applied Product Lead AI-assisted product development, UX/UI systems design, technical tradeoff analysis, design-to-engineering translation, full-stack product thinking

Program & Project Management Multi-project coordination, milestone tracking, risk management, vendor coordination, cross-disciplinary team facilitation

Domain Pacific region, Indigenous community engagement, nonprofit + government sector, venture studio environments, 'Ōiwi cultural design frameworks

Tools Figma, Adobe Creative Suite, Webflow, WordPress, HTML/CSS, AI product tooling, Google Workspace, Notion

EDUCATION

BA, Creative Media: Design & Media · BA, Hawaiian Pacific Studies *Expected 2026*

University of Hawai'i West O'ahu

AS, Interface Design *2023*

Kapi'olani Community College

RECOGNITION

Pele Gold ADDY (x2), AAF Hawai'i ISLE and Piko (product design, UX/UI)