Ringo AI – Smarter Diamonds by Design

A proprietary AI diamond selection tool developed in 2017 to revolutionize consumer diamond purchasing through expert-driven automation.

by Michael Fried

Project Scope & Leadership

Cross-Functional Leadership

Directed 50+ stakeholders across five disciplines: AI/ML development, diamond expertise, web development, content creation, and marketing/PR.

Strategic OKRs

Defined and owned project objectives including model accuracy (90%+), site engagement (+10% CTR), and brand authority uplift.

Vendor Management

Oversaw coordination with third-party AI provider, including negotiation, milestone tracking, and alignment with internal quality standards.

Project Execution & Management

Timeline Adherence

Delivered on schedule through proactive roadblock identification and risk mitigation strategies.
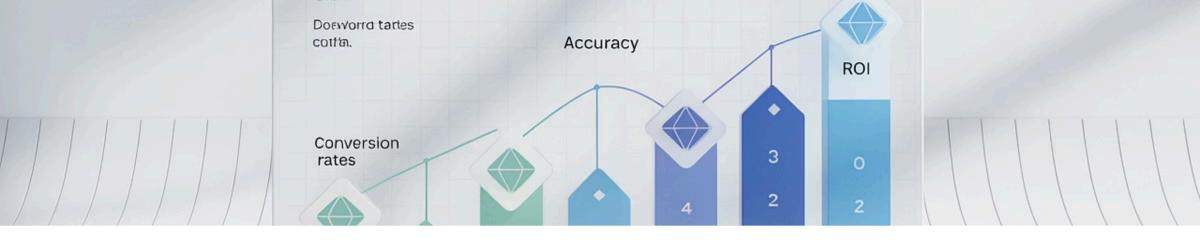
Budget Control

Completed under budget by optimizing resource allocation and workflow efficiency.

Change Management

Adapted to unexpected challenges by reallocating resources and adjusting workflows without delays.

Measurable Impact

93%
Model Accuracy

Surpassed original quality targets for AI diamond assessment

15%
Conversion Increase

Higher engagement on AI-enhanced pages

350%
First-Year ROI

Generated $3M in incremental revenue over three years