Pavel Usachev
Lead Product Manager
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SUMMARY

Lead Product Manager with over 6 years of experience leading cross-functional teams to deliver user-centric solutions and drive business growth. Achieved $2M in additional quarterly revenue and reduced customer request handling time by 30% through improved workflows and data quality enhancements. Proven expertise in building scalable products, integrating data-driven decision-making, and optimizing team performance. Skilled in leveraging AI-powered tools and intuitive design.

PROFESSIONAL EXPERIENCE

Lead Product Manager   Jan 2022 - Nov 2024
Miro, Yerevan, Armenia

An online collaboration platform for distributed teams, used by 30 million people worldwide, including teams from Netflix, Twitter, Airbnb, Cisco, and Spotify.
- Developed a 2-year product strategy.
- Confirmed the potential for an additional $2M in revenue through sales quality improvements.
- Shifted the team to a product-driven approach and implemented data-driven decision-making.
- Introduced the UX release practice in the internal tools stream and impact on handle time and 3-rd party teams T2M
- Reduced support costs by 40% by outsourcing the 1st line support.
- Reduced data verification time, increasing the number of deals processed by 7%.
- Managed 1 mid-level PM.

Product Owner   Sep 2018 - Jan 2022
Sberbank, Russia

A software development and implementation company for the Sberbank online mobile app, MAU 60 million, one of the top 3 banks in Russia.
- Launched an expense prediction feature in "Financial Analysis" using AI, increasing conversion to "Budget" by 3%. Achieved growth in MAU from 8 to 35 million, bringing the service into the top 5 in Sberbank Online.
- Launched the "Budget" product, reaching 1 million MAU in 12 months.
- Reduced customer complaints to fewer than 500 per month with 35 million MAU.
- Grew the team from 6 to 36 people, was responsible for hiring and developing staff (including 3 junior product managers).
- Implemented integration with a partner for logos and names of retail locations, increasing CSAT to 85%.
- Reduced defects in "Financial Analysis" and "Budget" from 500 to 10 on iOS, Android, and backend.

Lead Business Analyst   Oct 2016 - Sep 2018
- Implemented the option for urgent deposits in the mobile app, increasing assets by 30 million rubles monthly.
- Integrated external partners into the Sberbank messenger platform, creating bots for various markets (retail, services, tourism).
- Developed documentation structure for 30+ teams, reducing T2M by 10% and enabling 3-week release cycles.
- Created a skillset framework for Sberbank Online analysts, increasing employee retention from 1.5 to 3 years.
- Served as Scrum Master, facilitating meetings and ensuring effective team collaboration.

Business Analyst   Feb 2014 - Oct 2016
RedMadRobot & KORUS, Russia

A Russian IT company specializing in mobile app and web development for major clients such as Sberbank and MTS, and a leading IT provider offering consulting, business process optimization, and IT outsourcing services.
- Designed the redesign of the "Otkritie" bank mobile app, adding 11 new features and improving UX, which helped the app rank 6th in the Usability Lab ranking (2016-2017) and be recognized as the best by Tagline.ru in RedMadRobot.
- Designed features for early loan repayment and phone number transfers in the mobile app.
- Led the automation of the "Service" block in KORUS.
- Automated key processes, including card issuance for RAT, employee substitution, document creation for agency contracts, request distribution, and calculation of agency commissions.

EDUCATION
- Bachelor of Business Informatics, Higher School of Economics, 2013
- Reforge – Building AI Products, 2024
- Product Heroes Alumni, 2023

CERTIFICATES
- Gratitude from Sberbank President G.O. Gref, 2019
- Gratitude from Head of Wealth Management N.A. Alymova, 2020
- Digital Leaders Industrial Award, 2021

LANGUAGES
Russian: Native, English: Working Proficiency

SKILLS
Product Management, Product Strategies, Product Vision, User Experience (UX), User Interface (UI), Product Road Mapping, Product Development, Customer Experience, Agile, Scrum, Cross-functional Team Leadership.