

Alex Tarashkevich

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SUMMARY

Results-driven **Product Manager** with **5+ years** of management experience, including **3 years** in **Product Management**, leading cross-functional teams in fast-paced startups. Successfully delivered AI, mobile gaming, SaaS, e-commerce, and web platform products.

PROFESSIONAL EXPERIENCE

Product Manager | Finespace (AI Avatar Generator mobile app, Triple Match 3D mobile game)

Vilnius, Lithuania | Feb 2022 - Present

- **Monetization:** Designed and launched a subscription model using **SQL** and **Firebase** analytics, driving a **40% ARPU** increase.
- **Retention:** Optimized level design through **A/B** testing, reducing churn before Level 50 by **28%** and improving lifetime value (**LTV**) by **13%**.
- **Go-to-Market Strategy:** Developed and executed **go-to-market plans**, including market research, competitive analysis, and user onboarding, resulting in increased adoption.
- **Leadership:** Directed cross-functional teams of **20+** engineers and designers, delivering high-impact features on time and within scope.
- **Product Requirement Documentation (PRD):** Created detailed **PRDs** to align cross-functional teams (engineering, design, and analytics) on feature scope, timelines, and success metrics.
- **Engagement:** Increased average session time by **34%** through gameplay mechanics updates.
- **Stakeholder Alignment:** Collaborated with executives and marketing teams to define **KPIs** and prioritize features, ensuring alignment with business objectives.

Senior Project Manager | Finespace (MVP Launches & Boomf E-commerce Platform)

Vilnius, Lithuania | Feb 2022 – Present

- **MVP Execution:** Launched and led **12+ MVPs** (mobile games, SaaS tools, web applications).
- **Process Improvement:** Reduced card designs processing time by **30%** through workflow optimisation.
- **Revenue Growth:** Increased **ARPU** by **19%** via competitor analysis-driven feature update.

Project Manager | Webspace

Minsk, Belarus | Jul 2021 – Feb 2022

- **Agile Delivery:** Achieved **90%** on-time delivery for **5+** projects via sprint planning optimizations.
- **QA Efficiency:** Reduced post-launch bugs by **20%** by managing end-to-end testing workflows.

Project Manager | Attico

Minsk, Belarus | Nov 2019 – Jun 2021

- Streamlined **Git** workflows, collaborated with product managers, improving feature delivery efficiency.

Frontend Developer | Borovoy Studio (Kia Website development)

Minsk, Belarus | Apr 2019 – Nov 2019

- Developed a clear understanding of the **SDLC**, enabling realistic project planning and timeline estimation.

Salesman | Southwestern Advantage

Washington, USA | Jun - Sept 2016

- Achieved recognition as a **Top First-Year** Sales Student, ranking in the top 60 out of 1,800 students.

SKILLS

Product Management: Agile/Scrum, MVP Development, Roadmapping, A/B Testing, KPI Tracking, Market Analysis, Product Requirement Documentation, Product Strategy, Product Lifecycle Management.

Tools: SQL, Firebase, Google Analytics, Jira, Tableau, GitHub, Excel/Sheets

EDUCATION

Czech Technical University in Prague

Bachelor's in Software Engineering (3 years completed, 2015–2018)