

Alex Tarashkevich

Product Manager — Vilnius, Lithuania (remote, open to relocation)

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SUMMARY

Web3 Product Manager with 6+ years in tech and 3+ years in product roles, delivering data-informed, user-centered products. Crypto-native with 2 years of personal experience in DeFi, NFTs, DAOs, and L1/L2 ecosystems, with a track record in roadmap execution, funnel optimization, and GTM delivery. Scaled products to 15K+ DAU, increased ARPU from \$8.50 to \$11.90, and improved D7 retention from 17% to 21% by refining user flows and driving iterative experiments. Passionate about building Web3 products that deliver real value while aligning with mission-driven ecosystems.

EXPERIENCE

Finespace - B2C products across AI, mobile gaming, e-commerce

Vilnius, Lithuania

Product Manager

February 2022 - Present

- Increased ARPU from \$8.50 to \$11.90 in an AI app by launching subscriptions and running multi-variant payroll tests
- Scaled a mobile gaming product to 15K+ DAU by applying PLG strategies and optimizing in-app funnels
- Improved D7 retention from 17% to 21% through experimentation and continuous UX optimization across self-serve flows
- Delivered 10+ MVPs across AI and mobile gaming products, owning the PLG backlog and partnering with marketing on GTM alignment
- Managed cross-functional teams (40+ people across 3 time zones), including engineers, QA, and design in iterative product development
- Achieved a 4.8/5 app store rating by prioritizing user feedback, refining onboarding flows, and enhancing in-app experiences

Webspace - B2B and B2C platforms (beauty, entertainment, logistics, invoicing)

Minsk, Belarus

Technical Project Manager

July 2021 - February 2022

- Reduced release cycle from 3 to 2 weeks across 3 teams by introducing Agile rituals and CI/CD pipelines for 7 B2B/B2C platforms
- Cut API integration time by 30% for 4 platforms by defining SDK requirements and improving partner onboarding

Attico - Enterprise digital agency serving Fortune 500 clients

Minsk, Belarus

Project Manager

November 2019 - July 2021

- Led product delivery for Fortune 500 enterprise web platform, focusing on user experience and scalability
- Enhanced release stability and QA pipelines, improving delivery throughput by 35% and reducing post-launch defects by 20% using automation tools

Borovoy Studio

Minsk, Belarus

Frontend Developer

April 2019 - November 2019

- Developed a website for KIA Motors with focus on speed and responsive design
- Built production web applications using JavaScript (ES6+), React, HTML5/CSS3 with focus on performance optimization
- Integrated RESTful APIs and third-party services, working with JSON data structures and async programming
- Utilized Git for version control, Webpack for bundling, and Chrome DevTools for debugging and performance profiling

SKILLS

Product Strategy & Execution: Roadmap ownership, GTM alignment, backlog prioritization, PRD writing, OKR execution, cross-functional collaboration

Web3 & Crypto: DeFi protocols, NFTs, DAO tooling, token launch mechanics, L1/L2 networks, crypto UX flows, compliance awareness

Data & Analytics: KPI tracking, funnel analysis, A/B testing, cohort segmentation, SQL basics, Mixpanel, Amplitude

Collaboration & Tools: API collaboration, Jira, Confluence, Slack, Notion, Figma, Agile/Scrum execution, stakeholder alignment

Languages: English (C1), Czech (B2), Russian (Native), Belarussian (Native)

EDUCATION

Czech Technical University In Prague

Bachelor's, Computer Science

September 2015 - June 2018