

Karen Pilosyan

Product Manager

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Buenos Aires, Argentina

Product Manager with expertise in Agile, Scrum, UX research, market analysis, and cross-functional team leadership. Proven ability to translate business requirements into actionable product strategies, ensuring timely delivery of scalable, user-centric digital solutions.

Work Experience

Digital Ecosystem Analyst | Product Growth Consultant

Mar 2025 - Present

Aeropuertos Argentina | Buenos Aires, Argentina

- Collaborating and driving the development and the launch of a new online store developed by Salesforce team, to enhance UX and drive 30% revenue growth by year-end.
- Delivering UX/UI feedback, identified digital revenue opportunities across airports, and contributed to ADA-Salesforce integration.
- Strategizing product feature adjustments—edits, additions, and pivots—based on user interviews, feedback, and data insights.

IT Project Manager

Sep 2024 - Present

Zvartnots International Airport | Yerevan, Armenia

- Managed enterprise software across 5 departments, improving operational efficiency by 20%.
- Acted as primary liaison with vendors and internal teams.
- Drove product enhancements, resolved 50 system issues, and optimized workflows using Agile methodologies.

Product Manager, Product Owner

Feb 2023 - Present

Self-Employed

- Led 3-5 person Agile team delivering 2 software products.
- Drove product lifecycle, from market research and UX design to MVP delivery.
- Aligned stakeholder needs with roadmaps, increasing client success through user-centric solutions and data-driven decision-making.

Full Stack Developer, Product Manager

May 2021 - Jul 2024

AOByte | Yerevan, Armenia

- Led a team of 4 developers on 5 Agile/Scrum projects, improving client satisfaction by 30% on average.
- Aligned stakeholder needs with technical goals.
- Translated requirements into tasks, boosting delivery speed by 25% through efficient sprint planning.

Core Skills

Product Management: Product lifecycle management, Minimum Viable Product (MVP) development, Product roadmapping, Backlog prioritization, Requirements gathering, Cross-functional team leadership, Stakeholder engagement

Research & Analytics: Market research, Competitive analysis, UX research, Customer journey mapping, KPI tracking, A/B testing, Data-driven decision making

Project Management Methodologies: Agile, Scrum, Kanban, Waterfall

Tools & Technologies: Jira, Monday.com, Figma, Canva, Power BI, Google Analytics, CRM platforms, Git, GitHub

Technical Proficiency: JavaScript, Python, PHP Laravel, React.js, Node.js, SQL, NoSQL, API integration

Business Strategy & Financial Planning: Strategic planning, Business development, Budgeting, P&L management, Revenue forecasting, Pricing strategies, SEO/SEM

Interpersonal & Leadership Skills: Communication, Risk management, Time management, Problem-solving, Conflict resolution

Education

University of Bolzano	Sep 2020 - May 2021
Master of Science Computational Data Science	
American University of Armenia	Sep 2018 - May 2019
Master of Science Economics	
American University of Armenia	Sep 2014 - May 2018
Bachelor of Science Computer Science	