

Karen Pilosyan

Product Manager

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Buenos Aires, Argentina

Agile Product Manager with expertise in UX research, market analysis, and cross-functional leadership. Transforms complex business needs into actionable product strategies, delivering scalable, user-focused solutions that drive growth, increase engagement, and meet deadlines without compromising quality or innovation.

Work Experience

Digital Product & Project Manager

Mar 2025 - Present

[Aeropuertos Argentina](#) | Buenos Aires, Argentina

Selected through a competitive international program within Corporación América, a global airport group operating 52 airports worldwide

- Managing 3 core digital products: the official airport website, ADA WhatsApp chatbot, and online eCommerce store, focusing on UX, performance, and user satisfaction
- Partnering with Salesforce teams to launch a new eCommerce store with enhanced UX/UI and features, informed by user feedback, to attract more vendors and boost performance
- Improving ADA chatbot experience and features to drive a 30% increase in usage and satisfaction
- Enhancing the current online store UX and content to achieve 30% growth in traffic and revenue
- Upgrading website design and usability to boost engagement and feedback scores by 25%
- Toolkit: Google Analytics, Figma, Canva, LookerStudio, Wordpress, WooCommerce, Miro, Microsoft Planner, Hotjar, PowerBI, WhatsApp Business API, Aeropuertos Argentina Custom tools

IT Project Manager

Sep 2024 - Present

[Zvartnots International Airport](#) | Yerevan, Armenia

Working part-time while on international assignment at Aeropuertos Argentina through Corporación América's global program, representing Zvartnots in digital product initiatives abroad

- Managed enterprise software systems across 5+ departments, driving a 20% improvement in operational efficiency through streamlined processes and cross-team coordination.
- Served as the primary liaison between internal stakeholders and external vendors, ensuring smooth communication, issue resolution, and timely delivery of updates.
- Led product enhancements and resolved over 40+ system issues, leveraging Agile methodologies to optimize workflows and support continuous improvement.
- Toolkit: Jira, Canva, Figma, Google Analytics, Miro, WordPress, PowerBI, Zvartnots Custom Platforms

Founder & Product Lead

Jun 2024 - Jul 2025

[Self-Employed](#) | Yerevan, Armenia

Led a freelance eCommerce and brand growth consultancy project, covering strategy, UX/UI, and full-stack development

- Initiated and led the full lifecycle of a digital transformation project for Zakarian's, an Armenian jewelry brand, managing client relations, business strategy, and creative direction
- Took on multi-disciplinary roles including UX/UI design, marketing strategy, 3D product modeling, and front-end/back-end development in collaboration with a small agile team
- Conducted market research and developed brand positioning to align the e-commerce experience with luxury retail expectations

- The project was paused prior to launch due to client-side funding issues, but it provided invaluable experience in leading end-to-end digital product development across disciplines
- Toolkit: Trello, Miro, Figma, Notion, Canva, Google Analytics, Instagram Business, Integrations & APIs, VS Code, Python - Pandas, JavaScript, PHP Laravel, PostgreSQL, Git, GitHub

Full Stack Developer | Product Manager

May 2021 - Jul 2024

[AOByte](#) | Yerevan, Armenia

- Began as a full stack developer, contributing to 4 custom web projects with end-to-end feature development using modern technologies
- Promoted to lead Banali.am, managing a 4-person team across design, development, and QA
- Oversaw the full product lifecycle - from discovery and sprint planning to delivery - resulting in a 100% on-time launch of a complex real estate rental and sales platform website
- Conducted daily syncs with the client, refined scope and priorities, and ensured milestone clarity and delivery pace that reduced turnaround time by an estimated 30%
- Played a key role in transforming early-stage requirements into a scalable digital product with strong post-launch stability and client satisfaction
- Toolkit: Jira, Google Analytics, Miro, Figma, Canva, VS Code, Python, JavaScript, React.js, Node.js, PHP Laravel, Integrations & APIs, PostgreSQL, Git, Github

Core Skills

Product Management: End-to-End Product Ownership, Roadmap & Lifecycle Management, Product Strategy, Feature Prioritization, Digital Transformation & Innovation, Business Case Development, Product Lifecycle Optimization

Leadership & Collaboration: Stakeholder Management, Executive Communication, Cross-Functional Team Leadership, Agile/Scrum Delivery, Change Management, Global & Cross-Cultural Collaboration

Strategic & Analytical: Customer-Centric UX & Design Thinking, A/B Testing & Experimentation, SWOT & Competitive Analysis, KPI Definition & Tracking, Product Discovery & Validation, Market & Competitor Analysis

Execution & Operations: Operational Discipline, Risk & Dependency Management, Process Improvement, Multi-Project Coordination, Resource Allocation, Continuous Improvement, Release Management

Growth & Optimization: Funnel Optimization, Conversion Rate Optimization (CRO), Customer Retention & Engagement, Churn Analysis & Reduction, Experiment Design, Customer Journey Mapping, Growth Hacking Strategies, Revenue Optimization, Cohort Analysis

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	

Languages

English (*Bilingual*), Russian (*Advanced*), Armenian (*Native*), Spanish (*Basic*)