

ALINA PROSKURNIA

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SUMMARY

Passionate Analyst with over 11 years of experience in IT (game development and social network content products, mainly product management and creative roles), and today I'm seeking an opportunity to be part of the analytics team to aid improve user experience and achieve business goals of the company. I have extensive expertise in finding growth points in products, working in the team, collaborating with cross-functional departments and leading cross-functional teams to create impact through data and design.

SKILLS

Technical: SQL, Python, Excel, Looker, Data Studio, Tableau, Amplitude.

Others: G-Suite, JIRA, Confluence, AirTable, Notion, Miro, Figma, Agile methodologies.

Languages: English (professional), Polish (fluent), Ukrainian (native), Russian (native)

EXPERIENCE

ARRR • Dec 2022 - Oct 2023 (part time)

10 months

ARRR is an AR production content agency

Producer

- Built Agile processes from the scratch, supervising work of the team;
- Communicating with the clients and freelancers;

SNAPCHAT • May 2016 - September 2022

Snapchat is a camera platform and social network company

Game Product Manager • January 2019 - September 2022

3.9 years

- Led multiple projects in parallel;
- Led development of data analysis dashboards for Game Product which helped the team to monitor day-by-day metrics and conduct conclusions based on metrics that we used for product improvements (User engagement, retention, funnel conversion, game balances, difficulty curve, performance, etc).
- Led Design and Development teams using Agile to develop Casual Games with the Camera Experience for the Camera Platform in Snapchat from concept to completion;
- Analyzed metrics, made conclusions, conducted AB tests, and improved products by implementing best practices. Improved Conversion of the entrance to the game 7 times (from 2-5% to +35%);
- Researched market opportunity and defined customer segmentation and value proposition;
- Researched customer needs, preferences, and motivation, learned user behavior to understand target audience better and find new ways to acquire of new users;

Production Manager / Design Lead • December 2017 - December 2018

1 year

- Led Design team using Agile-Scrum to develop unique creative AR filters through quick iteration and improvements after customer feedback;
- Managed production processes, and supervised the work of multiple production teams;
- Established design patterns/product strategy solidified by data analytics, market & user research, and the latest technologies;
- Led and shipped best-of-class designs that significantly increase user engagement and conversion rates (+100% above average);
- Established an efficient and effective agile process & workflow across Product, Concept Artists, 3D\VFX Artists, and Engineering team;

- Improved production processes, implemented new processes that helped to significantly optimize the size of the archive of projects, improved product performance, and increased user metrics using smart optimization and attention to detail;

AR Lens Designer / Technical Designer • May 2016 - December 2017

1.8 years

- Researched audience data and studied user behavior to find successful patterns and best practices to improve future concepts;
- Developed facial morphs and facial beautifications in Lens Studio, most of my concepts showed success metrics (minimum +20% above average);
- Set upped the tasks for production resources, oversight the quality of the resources, and collaborated with the engineering team on the implementation of complex experiences;

ILOGOS • October 2015 - April 2016

0.7 year

iLogos is a GameDev outsourcing company

Concept Artist

- Designed and polished isometric game elements for city builder mobile game (buildings and exterior items), characters, UI elements, props;

BLAM! GAMES • October 2011 - October 2015

4 years

Blam! Games was a GameDev studio that worked for Big Fish Games

2D Artist

- Designed and polished main locations, hidden-objects locations, close-ups, mini-games, sketches for storyboards and characters for HOPA games;

EDUCATION

Odesa State Academy of Civil Engineering and Architecture

The Architecture of Building and Structures

Master degree

Odesa, Ukraine

2008-2014

CERTIFICATION

Data Analyst

Present

By [DataCamp](#)

Data Analyst Course

_issued in Dec 2023

By [GoIT](#)

Product Analyst Course

_issued in June 2023

By [Robot Dreams](#)

[Diploma](#)

Game Producers Course

issued in Sept 2022

By [progamedev.net/](#), [Alexander Shtachenko](#)

[Certificate](#)

Product Management Course

issued in July 2021

By [LABA](#)

[Diploma \(ENG version\)](#)

Interests:

Video Games, Digital Art, Architecture, Interior Design, Yoga, Traveling