

ALINA PROSKURNIA

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Portfolio: [Github](#)

SUMMARY

Passionate Analyst with 4 years of experience as an Product manager in Snapchat, and today I'm seeking an opportunity to be part of the analytics team to help 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 to create impact through data and design.

SKILLS

Technical: SQL, Google Sheets/Excel, Looker, Data Studio, Tableau, Amplitude, Python (Pandas, Numpy, Matplotlib, Seaborn).

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

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

EXPERIENCE

SNAPCHAT • May 2016 - September 2022

Snapchat is a camera platform and social network company

Product Manager • January 2019 - September 2022

- 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 • December 2017 - December 2018

- 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) by analyzing metrics, segmenting users, and identifying patterns;

AR Designer • May 2016 - December 2017

- 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

iLogos is a GameDev outsourcing company

Concept Artist

BLAM! GAMES • October 2011 - October 2015

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

2D Artist

EDUCATION

Odesa State Academy of Civil Engineering and Architecture
The Architecture of Building and Structures
Master degree

Odesa, Ukraine
2008-2014

CERTIFICATION

Data Analyst Course

issued in Dec 2023

By [GoIT](#) (SQL, Python - Pandas, Numpy, Matplotlib, Seaborn; Statistic, AB tests)

[Certificate](#)

Product Analyst Course

issued in June 2023

By [Robot Dreams](#) (SQL, Product Metrics, Statistic, AB tests)

[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