

# Karen Galstyan

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## SUMMARY

Product manager with engineering background, with over 4 years of experience leading cross functional teams to build products that people love and 3 years of software engineering. Mainly worked on consumer mobile apps but looking to expand into other domains as well.

## PROFESSIONAL EXPERIENCE

### Forgefiction inc. – Product Manager of Mythrill - Fantasy and sci-fi reading app

JULY 2022 – NOVEMBER 2023

#### ACHIEVEMENTS:

- Set up product development process from scratch that took the team from chaos to bi-weekly releases with measured outcomes
- Completed data analytics instrumentation, helped translate business goals to definite company KPIs
- Collaborated with marketing to create a seamless activation flow that increased activation rate **3x to 50%**
- Worked on leveraging AI (translation and text-to-speech) to provide daily new chapters for **1000+ readers**, resulting in **3X** increase in **retention** and **2X revenue**
- Created a web platform from scratch to allowed authors and editors to collaborate and publish content by themselves, **reducing time spent** on managing all that by **~80%**

#### RESPONSIBILITIES:

- Owning product discovery and delivery, as well as data analytics end to end

### Picsart Inc. – Product Manager in network effect team

JULY 2019– MAY 2022

#### ACHIEVEMENTS:

- Improved the system of tagging and delivery of content that resulted in **5x increase of the user generated content** library
- Introduced new premium features that generated a **5% increase in revenue (~5M revenue impact)**
- Mentored 3 new APMs

#### RESPONSIBILITIES:

- Defining and driving the roadmap of save/share experience
- Relying on data and user interviews understand user needs and converted them to actionable engineering-facing user stories; prioritize user stories and requirements

### Picsart Inc. – Android Developer

MAY 2016 – JULY 2019

- Working in an agile development team to create and improve mobile apps

## SKILLS & LANGUAGES

- A/B testing, Jira, Miro, Confluence, Braze, Mailchimp, Google Analytics, Firebase, Looker, SQL, Java, Kotlin, Git, Facebook ads, Adobe CC, UX research, wireframing
- English - full professional, Spanish - intermediate, Armenian - native, Russian - advanced

## EDUCATION

Picsart APM program – *Product management internship*. 2019

American University of Armenia – *Bachelor of Computer Science (BS CS)* 2014 – 2018

Armenian Code Academy – *Java, Android development* 2016