

# DANIIL GUBIN

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## SUMMARY

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Product manager with a strong analytical and technical background, proven in delivering scalable fintech and data-driven solutions. Experienced in leading cross-functional teams, building automation systems, and launching new ventures in fast-changing environments. Focused on measurable impact and product efficiency.

## WORK EXPERIENCE

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### Wildberries | E-COMMERCE

*Senior Analyst* Mar 2025 — present

**Key Achievement:** Designed and shipped an automated employee bonus system from architecture to production, replacing manual work equivalent to 5 FTE.

- Designed end-to-end architecture for automated bonus calculations with clear ownership, data flows, and SLAs.
- Built a backend MVP API federating data from ClickHouse, PostgreSQL, Greenplum, and Thanos analytics to expose unified metrics.
- Defined core metrics and bonus formulas; aligned thresholds and governance with department leadership and team managers.
- Piloted MVP with 5 teams; iterated on metric definitions and access policies.
- Delivered a frontend MVP for one team: dashboards with charts and a role-based dynamic formula editor.
- Deployed back and front to production; monitoring and change control in place.

### DD CONCEPT | KICKS & CLOTHES SHOP AND SHIPPING *Founder, CEO* May 2023 — present

**Key Achievement:** Built a profitable logistics and retail business with a fully self-developed web app integrated into Telegram, connected to T-Bank acquiring, Poizon API, and the internal database; achieved 35% profit margin and >400% capitalization growth in 2025 vs 2023.

- Designed and launched a Telegram-based web application that allows customers to browse, order, and track products both from Moscow stock and directly from Poizon.
- Implemented full backend integration with internal DB, T-Bank acquiring, and Poizon API for seamless order lifecycle automation.
- Built an admin dashboard for managers to create and edit orders, update statuses, and access real-time product and financial analytics.
- Automated logistics, payments, and inventory reconciliation across warehouses and Poizon supplier endpoints.
- Scaled inventory to 300+ shoes and 400+ clothing items; 100+ monthly sales and 40+ pre-orders.
- Hired and managed a team of 7; delegated operations to focus on strategic growth and system scalability.

### Tinkoff Bank | COMMERCIAL BANK

*Analyst / Product* Oct 2022 — Feb 2025

**Key Achievement:** Launched SMEV3 for Legal Collection, generating 50M+ RUB monthly profit; built the info-bridge to the Federal Bailiff Service and automated critical business logic.

- Drove requirements, roadmap, RFC, security approval, and team assembly.
- Led development end to end: architecture, backlog, syncs, incident resolution.
- Managed integrations with government services, including testing and documentation.
- Ran A/B tests adding 20M RUB profit; automated processes saving 3–4M RUB per automation.
- Acted as technical expert on collection systems integration and architecture; mentored 2 interns to strong junior–mid analysts.

**EverArt Weekend** | ART FESTIVALS & EVENTS *Digital Lead* Dec 2021 — Sep 2022

**Key Achievement:** Led IT operations and a team of 4; increased ticket sales by 23% in 2022.

- Oversaw web analytics, UX A/B testing, and digital ticketing.
- Managed partner communications; secured 4.5M RUB investments.

**QuasarCook** | LIMITED EDITION CLOTHING RESALE *Software Engineer* Apr 2021 — Oct 2021

**Key Achievement:** Delivered 10+ web monitors and 2 automation bots for Adidas and Binance purchases.

- Hot-fixed monitors and bots for stability; maintained cloud and proxy infra.

## WEB3 PET PROJECTS

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**Two analytical products on the Solana market** (2025): built a startup team of four, validated four product hypotheses, conducted market research, and developed a go-to-market strategy. Delivered two products — an analytics dashboard for Solana projects and a fundamental/technical analysis tool — with a combined valuation around \$400K.

**Memecoin on TON** (2024): co-founder and product lead; managed marketing, partnerships, and community; grew audience to 90K across Telegram and X in two weeks; built brand identity, designed tokenomics, and executed Fairlaunch with DEX listing.

**Advisor, CharityKiss NFT** (2022): strategy, tokenomics, and reward model.

## CORE COMPETENCIES

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**Languages:** Russian (Native), English (C1, IELTS 7.5)

**Automation & Development:** Python, C#; proficient in building end-to-end MVPs (backend, frontend, database) with AI-assisted development; PostgreSQL (preferred), ClickHouse, Kafka; REST/JSON APIs; scraping and automation with BeautifulSoup, Selenium, requests

**Data Analytics:** SQL, Pandas, NumPy, Matplotlib, SciPy; A/B testing

**Web3 & Blockchain:** DeFi, L1/L2, NFT; tokenomics; DEX integration

**Management:** Agile, roadmaps, RICE, prioritization under uncertainty

**Communication:** Cross-functional collaboration, B2B, public sector, presentations

**Visualization:** Obsidian, Miro; Adobe Photoshop, After Effects; TouchDesigner

## EDUCATION

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**HSE University — Faculty of Economic Sciences, MSc in Economic Analysis** 2022 — 2024  
Specialization: Companies, Markets and the Public Sector

**HSE University — Graduate School of Business, BSc in Business Informatics** 2018 — 2022  
Data analysis track, Faculty of Computer Science