

# FARRUKH RASULOV

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## EDUCATION

### Minerva University

Bachelor of Science in Business and Computational Sciences

San Francisco, CA

Sep 2023 - May 2027

- Coursework: Product Analytics; Financial Modeling; Algorithms and Data Structures; Probability and Statistics

## EXPERIENCE

### Authme

Product Strategy Intern — Identity and Trust Systems

Taipei, Taiwan

September 2024 – December 2024

- Informed market expansion strategy by testing 4 eKYC features with users across 50+ countries, identifying 10+ localization and UX failure patterns that shaped market entry priorities and international requirements
- Shaped market expansion into 3 priority markets by evaluating competitive and regulatory landscapes, translating regional gaps in coverage and trust mechanisms into market-specific requirements and roadmap recommendations
- Established testing and launch framework under varying privacy regulations, defining region-specific metrics and phased rollout processes that de-risked identity verification deployment across international markets

### Minerva University

Co-Curricular Projects Coordinator, Intern

September 2024 – December 2024

- Coordinated 25 projects across 75+ students and external organizations, building systematic evaluation framework and workflow improvements that reduced project delivery delays by 15% and improved stakeholder alignment
- Delivered 200+ attendee symposium by managing logistics across 25 partner organizations, tracking attendance and engagement metrics to iterate on event format and improve stakeholder satisfaction

### Globstudy & Co, Study Abroad Consultancy

Operations & Partnerships, Project Manager

Samarkand, Uzbekistan

June 2024 – September 2024

- Improved operations by 40% by automating workflows (Notion/Airtable), enabling scale without adding headcount
- Launched an affiliate channel; standardized onboarding, onboarded 10+ partners, drove 50+ referrals

## PROJECTS

### Crypto Wallet UX Analysis — Consumer Adoption Research

January 2025

- Identified 4 friction points in self-custody onchain onboarding across Coinbase Wallet, MetaMask, and Phantom by analyzing user flows and recovery mechanisms, mapping barriers limiting mainstream onchain adoption

### AI Menu — AI-Powered Restaurant Ordering Project

November 2025 – Present

- Leading problem discovery and requirements definition for an AI-powered ordering tool by conducting interviews across 4 customer segments, translating insights into prioritized product requirements and MVP scope

### Google Photos - Product Redevelopment Project

September 2023 – April 2024

- Led product discovery for social features by conducting user research (n=23) and iterating through 5+ Figma prototype cycles with a Google PM, synthesizing behavioral insights to prioritize feature concepts
- Evaluated feasibility for a Spotify × Google Photos concept by mapping integration touchpoints and data/privacy constraints and defining success metrics and MVP requirements
- Refined feature concepts through iterative user testing and cross-functional stakeholder feedback, optimizing user flows and interaction timing to deliver final Figma prototype and launch-ready product recommendation

## LEADERSHIP AND ACCOMPLISHMENTS

### Lead, Samarkand Google Developers Group

January 2022 – February 2022

- Organized 1 DevFest and 2 hackathons for 500+ attendees, leading program planning and community partnerships

## SKILLS AND INTERESTS

- **Skills:** User research & usability testing; Experiment design & validation; Product discovery & PRDs; Roadmapping & prioritization; Figma prototyping; Data analysis; Technical fundamentals (APIs, ML, data structures)
- **Interests:** Crypto & blockchain, product experimentation, consumer behavior, systems design, martial arts, travel