Andrii Hrudii

Product Manager / Project Manager

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I am a proactive and results-oriented individual with analytical thinking and effective communication skills. I possess a high level of self-planning and motivation, consistently developing myself in the field of Product Management and Leadership.

- 6+ years of experience in product management.
- 9+ years of experience in project management.
- As a product manager at signNow.com, I've built and released 80+ features.
- Worked as a PM at pdfFiller.com, where I successfully launched several product integrations with cloud CRMs such as Salesforce, MS Dynamics, ServiceNow, NetSuite, HubSpot.
- Coordinated the establishment of an outsourcing development department at GNS-IT.
- Participated in building hotel booking service Booked.net from scratch.

Skills

Product Management, Leadership, Team Management, Project Management, Agile, Scrum, Kanban, Data Analysis, Startups, CRM, UX, prototyping, A/B testing, Stakeholder Management, Unit Economics, Customer Focus, Strategic Thinking, MySQL, Excel, BI tools, Java basics, API.

Languages

Ukrainian - native, English - upper intermediate

Education

- Bachelor, Specialist. Taras Shevchenko National University, Kyiv, 1999 - 2004 Faculty of radio physics. Engineer-researcher specialty.
- Java web development, Infopulse Univer, 2016 - 2017
- Agile project management, Agile portfolio & program management, ICAgile, 2018 - 2019

Work Experience

signNow (by airSlate), Product Manager

Mar 2020 - now, 3 yrs 11 mos

Responsibilities:

- Create, manage, and own the roadmap for assigned parts of the product/features.
- Collaborate closely with UX design, engineering team, customer experience, and IT teams; align focus and coordinate efforts to ensure the timely delivery of products.
- Develop UX enhancement, understanding of user behavior, needs, and pain points, conduct user researches; collaborate with the design team to create high-converting and sticky user experiences.
- Align the roadmaps with company strategy, linking them to key business metrics; validate strategies through AB experiments and data analysis.
- Define product requirement documents for new funnels, features, and bug fixes; ensure alignment with the development team to facilitate smooth implementation.
- Prioritize backlog; ensure that high-priority items are addressed promptly.
- Define and track product key performance metrics to measure the success and impact of product features.
- Coordinate release process on duty basis.

Achievements:

- I conducted elaboration, design, planning, implementation and launch of a brand new direction in the product - signNow CRM from the idea to working market-ready MVP and developed the future roadmap.
- Developed and released features for other product funnels: cloud export/import, teamwork, user audit trail and other.
- Launched dozens of AB tests that increased the conversion rate of paid users.

pdfFiller (by airSlate), Product Project Manager

Sep 2017 - Mar 2020, 2 yrs 7 mos

Responsibilities:

- Collaborate closely with CTO, UX design, engineering, customer experience, align focus and coordinate efforts to ensure the timely delivery of products.
- Analyze competitors.
- Define business requirement documents for new integrations, features, bug fixes; ensure alignment with different development teams to facilitate smooth implementation.
- Prioritize backlog; ensure that high-priority items are addressed promptly.
- Work closely with the engineering team to ensure that product features are built according to the requirements and quality.

- Plan sprints and quarters; communicate the status of projects/release, conduct demos.
- Set up teams; hire and manage people; mentor junior project managers and tech leaders.

Achievements:

- Elaborated on roadmap and further development of pdfFiller-Salesforce integration app,
- Developed and released pdfFiller applications for Salesforce, MS Dynamics, ServiceNow, NetSuite, signNow integration for Smartsheet, applications for airSlate, and others.
- Set up different teams.

GNS-IT, Project Manager, then PMO/COO

Feb 2014 - Aug 2017, 3 yrs 7 mos

Responsibilities:

- Project management of different outsourcing projects (web portals, web and mobile applications)
- Acting as a Product Owner in internal projects of the company
- Creating and implementing of the project management methodology in the company
- Implementing and improving of the development processes and culture such as Agile practices, Continuous Integration, etc
- Leading junior project managers (3-5)
- Later, more than a year acting as a PMO/COO, being focused on development in areas of business strategy, software product development process organization, people engagement, managing core projects of the company.

Achievements:

- Set up a team from scratch.
- Set up the methodology of project implementation from incoming request to launch.
- Successful presale in several big projects.
- Managed our own products - online course platform, casual game.
- Mentored and grew several talented individuals into project managers.

ClickToTrip.com Project/Product Manager

Apr 2013 - Mar 2014, 1 yr

- Created concept and backlog of online hotel price comparison web service.
- Set up a team from scratch.
- Conducted analytics and developed the product roadmap.
- Produced requirements for developers and managed the development and launch of features.

- Launched product to live, promoted it and pitched investors

Terrasoft, Implementation Consultant, Project Administrator

Oct 2012 - Feb 2013, 5 mos

- Communication with customers
- Designing of workflows
- Creating concepts of CRM and ServiceDesk systems
- Writing technical requirements for developers
- Conducting manual tests and report issues
- Implementation of CRM-systems at the enterprises
- Presentation of implemented systems to stakeholders
- Training of CRM-system users

Booked.net, Project/Product Manager

Jan 2008 - Sep 2012, 4 yrs 9 mos

- Created backlog of the project, maintenance of product roadmap
- Set up a team from scratch.
- Managed producing features with development team
- Communication with stakeholders
- Measurement and analysis of features performance, making hypothesis for A/B testing
- People management, participation in Agile implementation in the teams
- Strategic planning and managing the operations
- Business development, product promotion (SEO, SMO, partnership program, exhibitions)

Fabrica Ltd, Project Manager, internet projects

Nov 2006 - Dec 2007, 1 yr 2 mos

- Creating concepts of new Internet projects
- Producing requirements
- Conducting manual tests and report issues
- Presentation and discussion of issues with developers and stakeholders
- Projects promotion and advertising (SEO, SMO, partnership programs)

IXC, System Administrator, telecom

Dec 2002 - Oct 2005, 2 yrs 11 mos

- System administration (Unix, telecom, VoIP)
- Identifying technical problems, finding workarounds, escalating issues to the development team

- Setting up web services and applications, support and administration