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SUMMARY

An experienced Head of Product with a background in managing cross-functional teams in apps and web-services. A proven track record in launching products from the ground up, as well as increasing retention and searching for new audiences and markets. Focused on AI-based technologies and recommendation models.

Pora.AI, February 2023 – Present

Product Director

Pora.AI is a digital skincare product using computer vision to provide personalised insights and recommendations.

- Delivered a core-scenario and defended a strategy for the American Market
- Found and realised core metrics for a product
- Improved recognition-quality by 40% and recognition-speed by ≈500% which led to Retention growth of up to 61 percentage points

Yandex, November 2020 – January 2023

Head of Buyers' Products

Auto.ru is the largest marketplace car catalogue, which has existed for 25 years (MAU 7 million).

- Launched the largest cars' marketplace, that increased retention by 2.5%, DAU by 6%
- Implemented Easy Search to expand the target audience, that increased DAU by 2% due to new users' traffic
- Increased a quality of recommendations by 21% due to AI, which resulted in an increase in retention by 7%, an increase in DAU by 1.5% and in session duration by 14%
- Rolled out a unified design platform that accelerated the work of designers by ≈ 10% and the work of front-enders by ≈ 20-25%

Head of Product at ML-lab

The laboratory is aimed at popularising science among mass users and maintaining the Yandex brand as the technological leader.

- Launched over 10 products based on ML/AI technologies that are developed at Yandex
- Rolled out the most ambitious socially significant project for doctors: the audience included ≈ 50k doctors, and the reception time was reduced by 8 minutes
- Balaboba is largest entertainment project, DAU, at a peak reached up to ≈ 4 million

Head of Product Culture

- Initiated a process standard for product teams, consisting of up to 2k employees
- Created common product corporate culture as a community of product teams (managers, designers and analysts) for the exchange of experience and competencies
- Managed retrospectives of product launches to gain experience and share knowledge between the teams
- Set up an anti-crisis process for PR incidents, including synchronisation of the interaction of PR teams, products, SMM and support in cases of PR risks

Result: the number of negative newsbreaks was reduced by ≈ 30% and the number of negative mentions in social media by ≈ 10%

Avito, February 2019 — November 2020
Head of Product at IN-APP Calls

The most visited classified in the world (according to SimilarWeb analytics, 2021)
Implemented the first safe calls within classified platforms, resulting in a 11% increase in call response, 30% reduction in fraud support complaints, and more than $8 million in savings on fraudulent numbers

Senior Product Manager
Integrated delivery services within the classified industry: Boxberry, DPD, National Post, Yandex.Taxi, Dostavista, and adapted the buying scenarios personally from hand to hand for remote sales. Launched a secure transaction, and as a result, achieved an over 20% increase in the number of transactions (buy-sell), and a 40%+ increase during the lockdown

Yandex, June 2016 – February 2019
Product Manager
- Empowered third-party developers to create skills for Alice (the voice assistant).
- As a result, Alice's skill directory from external developers included 2k+ scenarios
- A professional community of developers reached 3k people
- DAU achieved over 4 million

Head of Mobile Support
- Automated the 1st support line
- Conducted educations and trainings on working with users and conflictology
- Managed the mobile search, e.g., Yandex Search Application, Keyboard, Widget, District