

Mikhail Krivelskiy

Product IT Manager

Contact Information:

- Phone: +7 (915) 2114144
 - Email: krivelskiy@gmail.com (preferred)
 - Location: Spain
 - Nationality: Russian (work permit for Europe)
 - Willingness to relocate and travel: Yes
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Desired Position and Salary:

- Position: Product Owner, Product Manager
 - Employment Type: Full-time, Part-time, Project-based
 - Work Schedule: Full-time, Shift schedule, Flexible schedule, Remote work
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Work Experience:

June 2015 – Present (9 years 1 month) **Moi Profi**

Product Owner

- Launched a mobile CRM system for beauty professionals from scratch.

Achievements:

- Successfully launched a startup, now a profitable B2B2C business
- Developed apps for professionals (iOS/Android) and clients (iOS/Android) with over 1 million installs and an average rating of 4.65 from 5000 reviews; 31% professional retention after 6 years
- Developed the web portal moiprofi.ru with 70k unique monthly visitors
- Implemented a SaaS model and integrated banking payments
- Monetized lead generation for Russia and CIS countries
- Integrated with Avito.Beauty service (as a result, targeted traffic increased by 105%)
- Integrated with over 20 online cosmetic stores (which allowed to increase revenue by 15%)
- Developed and implemented a neural network for client-executor pairing, (receiving a grant from the Bortnik Foundation), which increased registration conversion by 10%, reduced the bounce rate by 20% and increased the customer satisfaction rating from 4 to 4.75 points on a 5-point scale.
- Attracted investments exceeding 60 million rubles
- Successfully expanded the project to international markets: Spain, Portugal, Germany, USA, Brazil, Israel

Responsibilities:

- Market and competitive analysis
 - Financial and business model creation
 - Defining goals, tasks, timelines, constraints, and responsibilities
 - Workload assessment, planning, and control
 - Task assignment, feedback provision, change management
 - Backlog creation and prioritization (Jira, Trello, Asana)
 - Cross-functional product team management (front-end, back-end, mobile, testing, design, support, SEO); meeting facilitation (daily stand-ups, retrospectives, planning, etc.)
 - Hypothesis generation and testing, customer development, A/B testing
 - Project documentation, presentations, and instructions creation
 - Cohort analysis, product metrics calculation, decision-making based on metrics (SQL, Amplitude, ElasticSearch)
 - Budgeting and forecasting key product indicators
 - Product development strategy management
 - Investment attraction and partnership agreements
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October 2014 – June 2015 (9 months) Bradbury Lab

Product Manager

- Developed a comprehensive OTT TV solution: live channels, Middleware, VOD content, apps for iPad, STB, Android, Smart-TV.

Responsibilities:

- Client requirements formalization
- Roadmap creation
- WBS creation
- Technical specification, local and long-term development plans creation
- Schedule creation
- Budgeting
- Contract negotiation
- Task formation for development
- Development control
- Implementation
- Reporting

Achievements:

- Developed Android TV app
- Developed Smart TV app
- Enhanced CMS functionality

- Expanded content lineup
 - Supported Rostelecom project
 - Implemented a video decoding algorithm significantly improving quality (for MTS)
 - Optimized planning processes in Redmine (plugin modifications)
 - Developed a voice control module for TV app
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September 2008 – October 2014 (6 years 2 months) iBear LLC, USA

IT Project Manager

Responsibilities:

Design:

- Subject area study
- Project concept creation
- Program architecture and screen forms design
- Long-term and short-term project planning
- Technical specification creation for developers

Development:

- Development process management
- Quality control
- Deadline control
- Budget control
- Collaboration with designers and translators

Marketing:

- Store material preparation (name, description, screenshots, keywords, website)
- Store promotion (collaboration with Apple, blogs, and review sites)
- User engagement, community creation (forum, Facebook, Twitter, email)

Organizational Issues:

- Specialist search, hiring, and training
- Team morale maintenance
- Organizing and conducting training and entertainment events
- Participating in brainstorming sessions for external projects

Results:

- Over 30 completed projects sold in the AppStore and other stores, including:
 - Money (personal finance management): iPhone, iPad, Mac, Android
 - Bills (bill management and payment): iPhone, iPad, Mac, Android
 - Checkbook HD (checkbook management): iPhone, iPad, Mac, Windows Phone, Windows RT

- Budget (family budget management): iPhone, iPad
 - Debt HD (debt management): iPhone, iPad
 - Debt Down (comprehensive debt and budget management): iPhone
 - Savings and Goals (goal and savings tracking): iPad
 - Overtime Rush (Tower Defense game): iPhone, iPad
 - Several million users worldwide
 - My project Bills for iPad became the top-selling program in the AppStore
 - Positive reviews in the AppStore and on thematic sites
 - My projects were featured by Apple on the main page banner
 - My projects consistently ranked in the top of the finance category in the AppStore
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September 2006 – September 2008 (2 years 1 month) AGIK

Financial Sector

Analyst-Programmer

- Studied activities of underwriting, refinancing, and credit support departments
 - Optimized business processes
 - Designed AIS (Automated Information System) modules
 - Created technical specifications according to GOST
 - Developed individual AIS modules (.NET, C#, client-server)
 - Conducted testing
 - Implemented and supported the system
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Education:

2008

Altai State Technical University named after I.I. Polzunov, Barnaul
Faculty of Information Technology, Applied Informatics in Economics

Key Skills:

- Agile Project Management
- Android and iOS Development
- Product Promotion
- Scrum
- Creativity
- Business Plan Creation
- Project Management
- Prioritization
- Risk Management
- AI and Neural Networks
- Business Process Management

- Product Development
 - Technological Process Automation
 - Technical Specification Development
 - Business Analysis
 - Business Process Optimization
 - Personnel Management
 - Task Assignment to Developers
 - Kanban
 - Project Management
 - SQL
 - UML
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Languages:

- Russian: Native
 - English: B2 – Upper-Intermediate
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About Me:

- Responsible
 - Creative
 - Leader
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Additional Information:

- Work permit for Europe