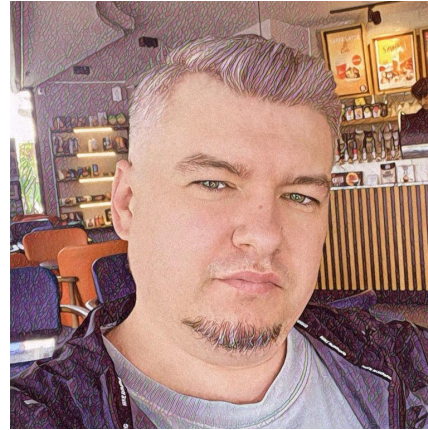


# PORTFOLIO



**Mikhail Krivelskiy**

**Product owner/manager**

Graduated from: AGTU. For the last 16 years, I've been involved in startups related to mobile app development.

Released over 30 projects that consistently rank in the top charts of the AppStore.

The project "Bills for iPad" became the best-selling app in the world (#1 top overall USA).

Latest project "My Profi" became the market leader in Russia.

From scratch, a mobile CRM system was created based on the SaaS model and lead generation.

Integrated with online cosmetic stores and Avito.

Created a neural network to predict the best match between customer and seller.

# My Profi: app for professionals



## Мой Профи: запись клиентов CRM 4+

Клиентская база онлайн записи

ООО "Умный бизнес"

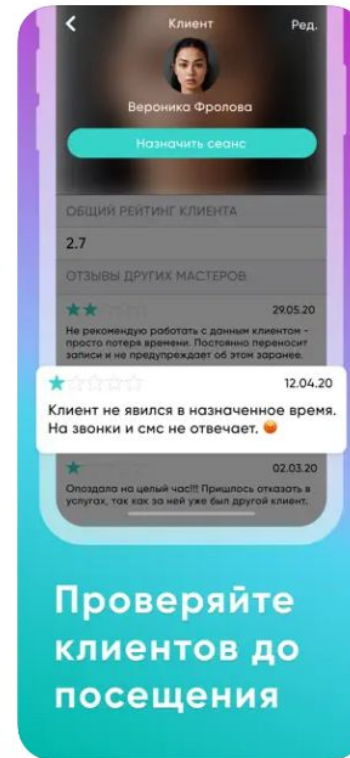
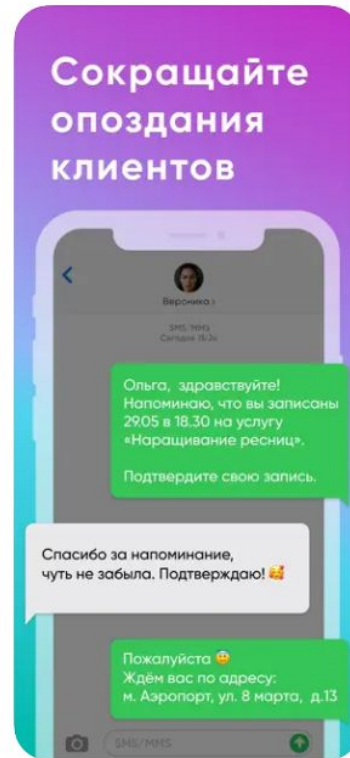
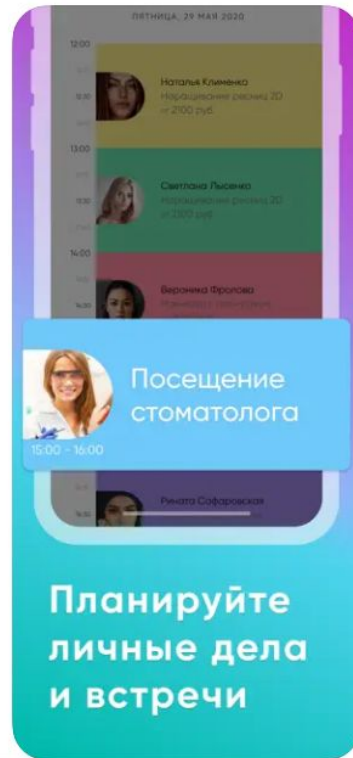
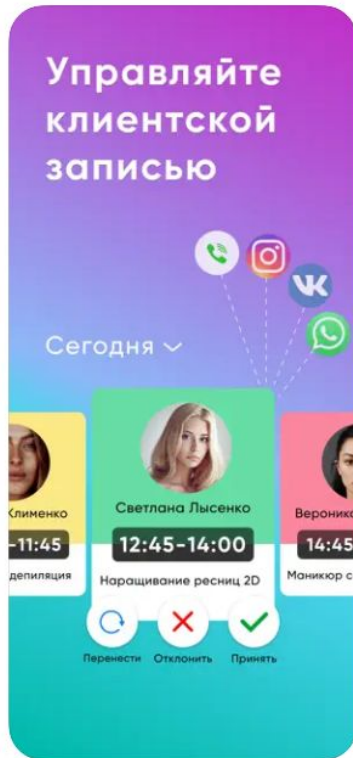
Разработано для iPhone

★★★★★ 4,5 • Оценок: 4,9 тыс.

Бесплатно • Включает встроенные покупки

[iOS](#)

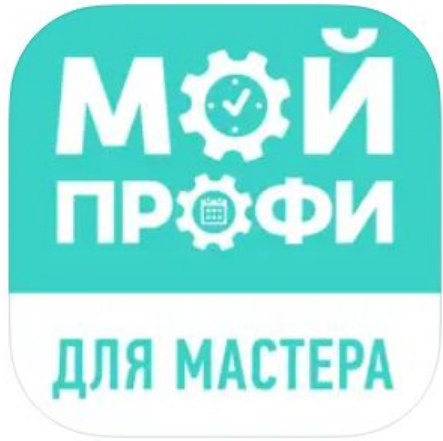
[Android](#)



Under my guidance, the functionality of the mobile CRM system for beauty professionals was developed:

- Calendar and appointment management
- Client database and visit history
- Automatic reminders for clients
- Expense management
- Inventory management
- Financial analytics
- Salon management
- Discounts and promotions
- Synchronization with Google and Apple calendars

# My Profi: app for professionals



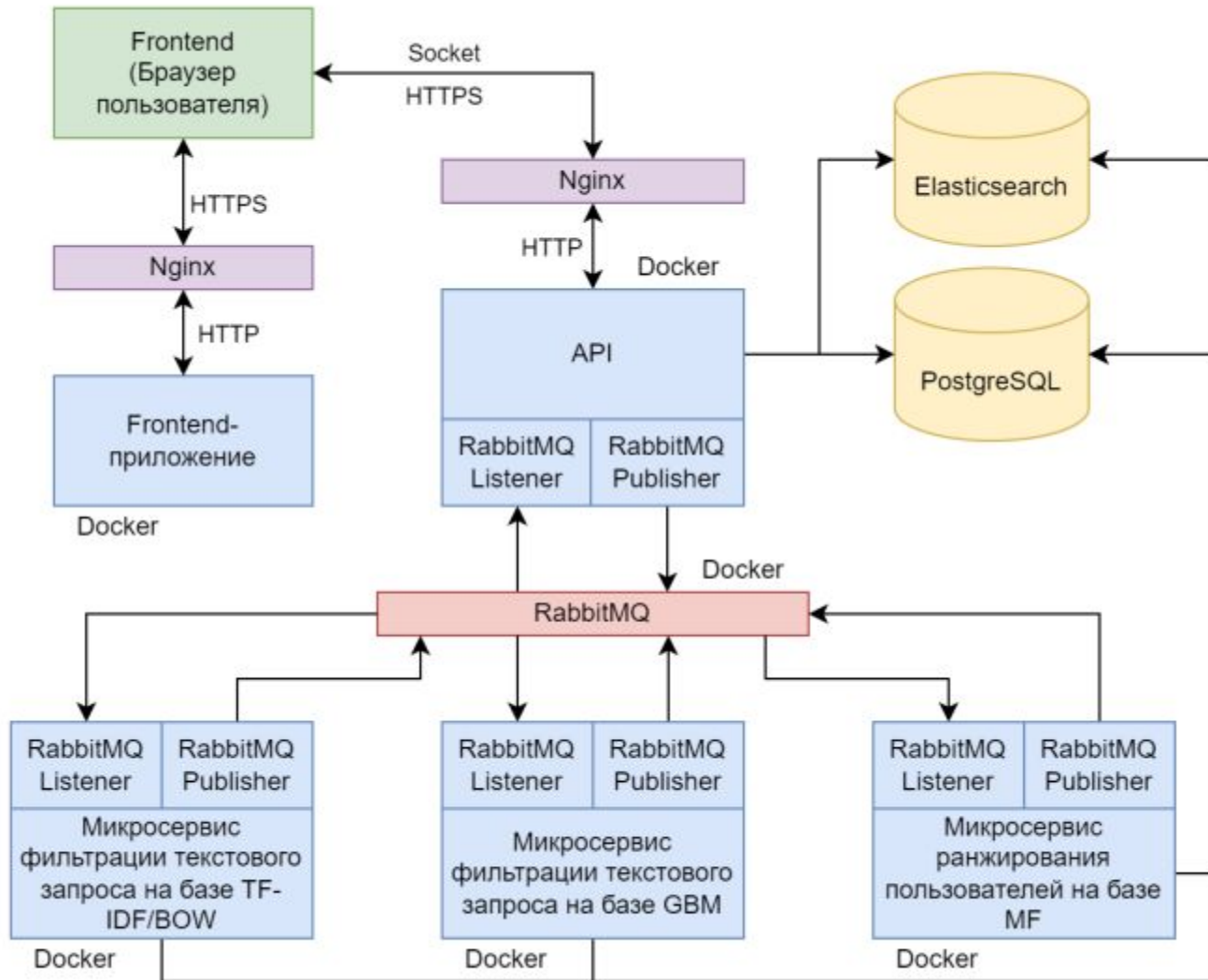
## Project Achievements:

- 600,000 registered professionals
- 5,000 reviews on the app with an average rating of 4.5
- 35% DAU/MAU
- Active professional cohort after 6 years - 31%
- 1.4 billion rubles - monthly session amount
- Attracted investments (over 60 million rubles)
- Successful project expansion to foreign markets: Spain, Portugal, Germany, USA, Brazil, Israel

## My Contribution:

- Market research
- Choosing business development strategy
- Designing the app interface
- Managing a cross-functional product team (frontend, backend, mobile, testing, design, support)
- Managing backlog and sprints
- Generating and testing hypotheses, customer development, launching A/B tests
- Attracting investments and signing partnership agreements

# My Profi: app for professionals



Developed and implemented a neural network to match customer and service provider pairs.

Developed and implemented a neural network to predict purchases of cosmetics and consumables.

Received a grant from the Bortnik Fund for the development of neural networks - 18 million rubles.

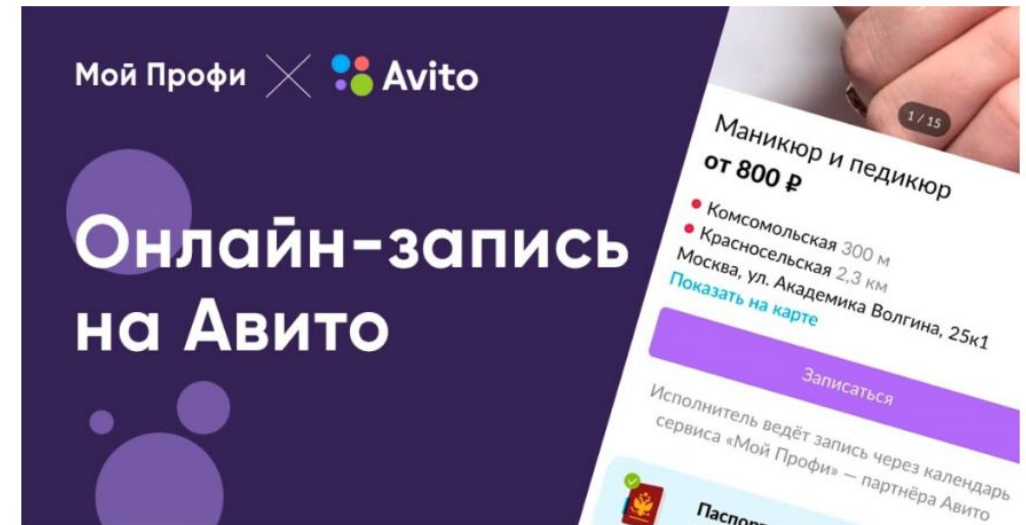
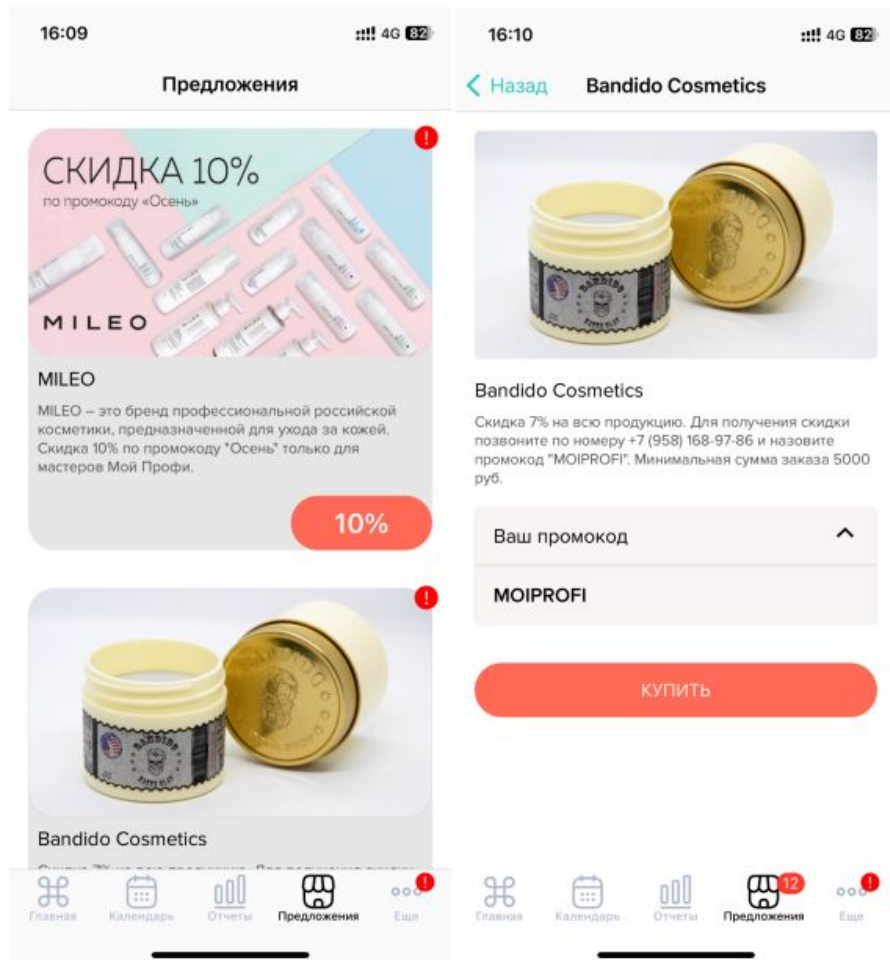
Prepared:

[Scientific and technical report](#)

# My Profi: app for professionals

Integrated with more than 20 online cosmetic stores.

Integrated with the Avito.Beauty service.



[Article](#)

[Webinar](#)



# My Profi: app for clients



## Мой Профи: услуги рядом с вами 4+

Наращивание ресниц, депиляция

ООО "Умный бизнес"

Разработано для iPhone

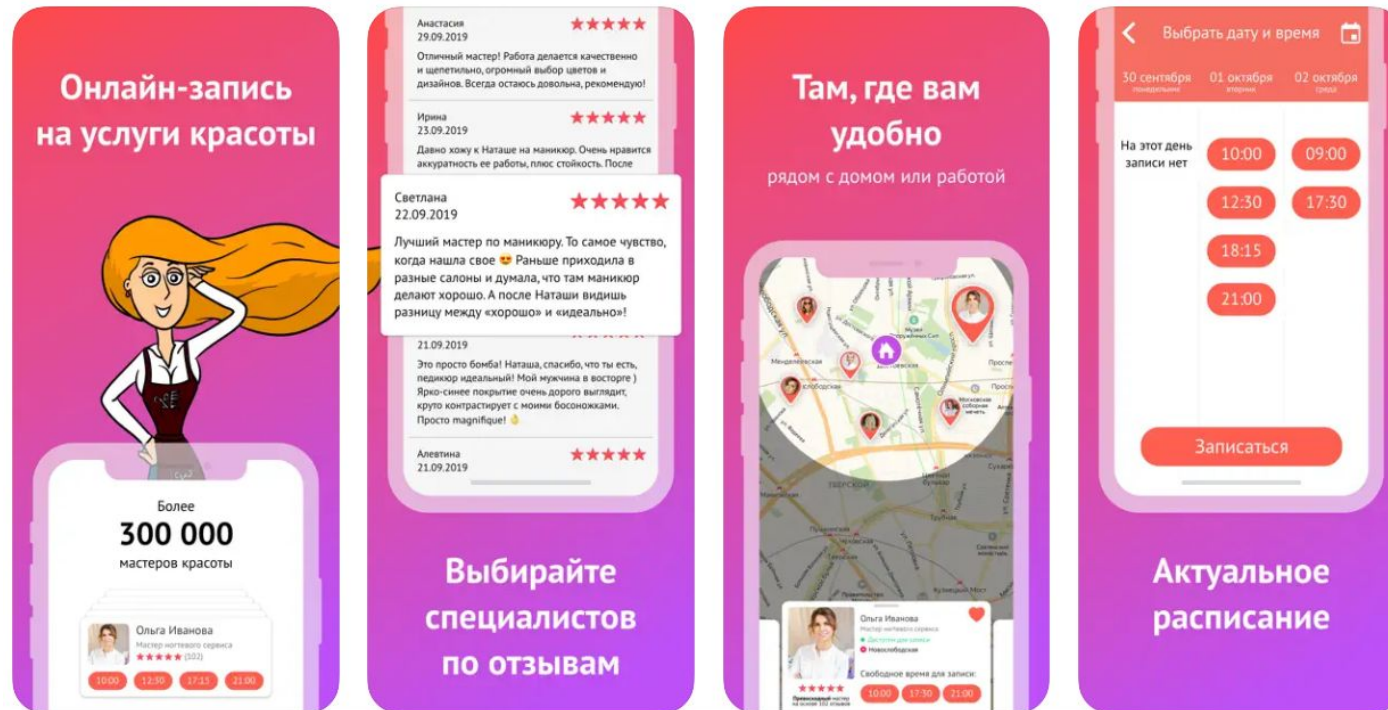
Образ жизни: № 189 в этой категории

★★★★★ 4,6 • Оценок: 1 тыс.

Бесплатно

iOS

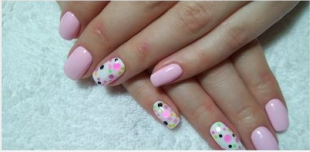
Android




Under my guidance, the functionality of the client app was developed:

- Online booking
- Finding new professionals in CIS countries
- Chat
- Visit history
- Payment by bank card and secure transaction
- Loyalty program
- Purchase of cosmetics in online stores
- Reviews and ratings of professionals
- Search by map and "smart recommendations"


# My Profi: web portal




Ногтевой сервис



Ногтевой сервис, Парикмахерские услуги, Ресницы



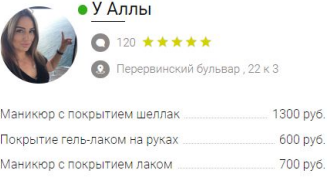
Ногтевой сервис



**Наташа Ким**  
224 ★★★★★  
Красноармейская, 17

Маникюр без покрытия ..... 1000 руб.  
Снятие гель-лака ..... 200 руб.  
Аппаратный маникюр ..... 1200 руб.


Ближайшее время  
17:00 5 июня  
13:00 6 июня  
[Посмотреть все свободное время](#)  
[Записаться](#)



**У Аллы**  
120 ★★★★★  
Перевинский бульвар, 22 к 3

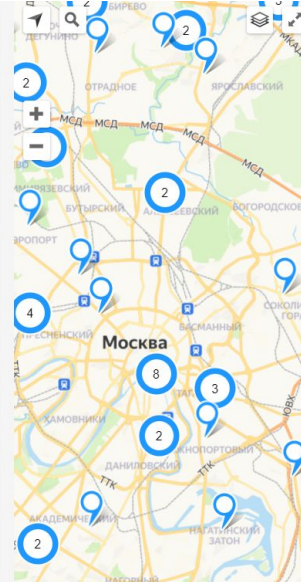
Маникюр с покрытием шеллак ..... 1300 руб.  
Покрытие гель-лаком на руках ..... 600 руб.  
Маникюр с покрытием лаком ..... 700 руб.

Ближайшее время  
12:00 4 июня  
12:30 4 июня  
[Посмотреть все свободное время](#)  
[Записаться](#)



**Наталья Старостина**  
206 ★★★★★  
А. И. Тихомировой, 4

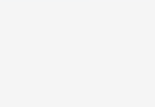
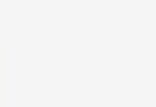





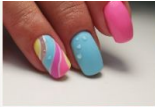

Ближайшее время  
09:00 7 июня  
09:00 19 июня  
[Посмотреть все свободное время](#)  
[Записаться](#)




Under my guidance, a web portal for finding beauty professionals was developed:

<https://moiprofi.ru>

- Desktop version
- Mobile version
- SEO
- Integration with bank payments
- Interactive map with professional locations
- List of professionals with quick booking
- Professional portfolios and reviews





**Наташа Ким**  
Ногтевой сервис  
Раменское, Красноармейская, 17

Услуги:  
^ Ногтевой сервис  
^ Педикюр  
Аппаратный педикюр 1 ч. от 2200 руб. +

5.0 ★★★★★  
Отзывы: 224

Выбраны услуги  
Маникюр без покрытия от 1000 руб.  
[Выбрать время](#)

## Bradbury: mobile television



Bradbury Lab предлагает операторам связи и телекоммуникационным компаниям расширить спектр своих услуг и получить дополнительный доход, объединив все устройства пользователей в единую экосистему, предоставив им возможность просматривать телепередачи, фильмы и сериалы с любых доступных устройств из любой точки сети.

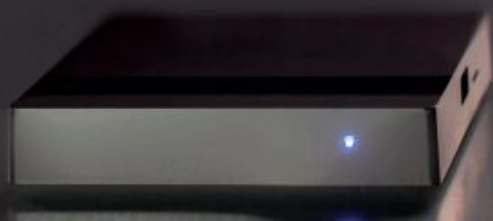
- Managed the development of the TV app for Android
- Led the development of the voice control module for the TV app
- Led the development of the search and recommendation system
- Managed the functional development of the CMS
- Optimized planning processes in Redmine (plugin improvement)

<https://bradburylab.com>



## Bradbury: TV set-top box

# BRADBURY STB



Bradbury Lab предлагает операторам связи и телекоммуникационным компаниям выдающийся продукт на рынке интерактивного телевидения – компактную и многофункциональную ТВ-приставку (Set-top Box) на базе динамично развивающейся операционной системы Android.

- Managed the development of the TV app for Smart TV
- Conducted pre-sale project preparation
- Led the development of progressive import from Kinopoisk
- Led the implementation of the video decoding algorithm, significantly improving quality (for MTS)
- Implemented a statistics service

<https://bradburylab.com>

# Money Pro: PFM for iPhone/iPad



## Money

Personal financial manager for iPhone, iPad, Android, Mac, Windows

Most popular in the USA and European countries

- Several million users worldwide
- Positive reviews in the AppStore and thematic site reviews
- My projects were selected by Apple to be featured on the homepage
- My projects consistently ranked in the top financial category of the AppStore

# Money Pro: PFM for Mac



- Ported the app to Mac
- Integrated with major American and European banks
- Implemented synchronization technology between devices
- Prepared materials for the store (name, description, screenshots, keywords, website)

# Bills for iPad



- My project "Bills for iPad" became the best-selling program in the AppStore
- I designed the concept of design and user interface
- Managed the project from the idea stage to development, marketing, and support

More details in [this article](#)



[krivelskiy@gmail.com](mailto:krivelskiy@gmail.com)  
+79152114144 (Whatsapp, Telegram)