Dmytro Lozynskyi

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PROFILE

Founder who built FinTech product (WorthView) from conception to production, combining hands-on technical execution with data-driven product strategy. Proven track record taking products from 0-to-1 (spreadsheet prototype to web/iOS MVP in 6 months) and scaling growth at established companies (44% YoY revenue growth at PetSafe). Strong cross-functional leader with experience collaborating across Engineering, UX, Marketing, and Product teams to deliver technical products and business impact.

EXPERIENCE

Founder & Product Lead   Feb 2025 - Present
WorthView   *London Area, United Kingdom (Remote)*
- Built FinTech product from conception to production in 6 months, iterating from spreadsheet prototype to web MVP serving 75+ active users with iOS release launching Feb 2026
- Led full product lifecycle including roadmap prioritization, user research, technical execution (React Native frontend, Supabase backend, live pricing APIs), and go-to-market strategy
- Designed and implemented real-time data integrations for asset tracking and pricing forecasts, managing cross-functional execution across UX design, engineering, and marketing
- Defined product strategy and feature prioritization using data-driven insights from user feedback and analytics, shipping 12+ features across web and mobile platforms

Organic Growth Lead   May 2022 - Present
PetSafe Brands   *Dublin, Ireland (Hybrid)*
- Delivered 44% YoY organic revenue growth (2.5M to 3.6M USD) across 12 global eCommerce stores by defining and executing data-driven growth strategy with cross-functional teams (Engineering, Product, Marketing, UX)
- Built product roadmaps and quarterly planning processes using Jira, forecasting traffic and revenue impact for 15+ product launches with 85%+ accuracy to targets
- Led cross-functional collaboration with Engineering teams on technical implementations, UX designers on conversion optimization, and Marketing on AI-driven content strategy to drive measurable business outcomes
- Promoted to Lead role within 18 months after exceeding all KPIs through A/B testing, experimentation framework, and stakeholder alignment across US and European markets

Product Growth Specialist   Jan 2021 - Apr 2022
Nestlé   *Lviv, Ukraine (Hybrid)*
- Drove 72% traffic increase for Maggi brand across EMEA markets by collaborating with Product and Brand teams on technical optimizations and data-driven content strategy
- Partnered cross-functionally with Product teams on feature launches and Brand teams on go-to-market execution, consistently exceeding quarterly KPIs across multiple international markets
- Promoted within 9 months after delivering measurable business impact through experimentation, analytics, and stakeholder presentations to leadership

SKILLS

- **Product And Management:** Product Management & Strategy, 0-to-1 Product Development, Product Roadmap Prioritization, Cross-functional Leadership (Engineering, UX, Marketing, Sales), Technical Product Execution, Data-Driven Decision Making, Forecasting & Planning, A/B Testing & Experimentation
- **Technical Skills:** SQL & Data Analysis, APIs & Integrations, React Native & Full-Stack Development, Google Analytics & Tag Manager, Python (Basic)
- **Business And Growth:** Stakeholder Management & Presentations, Business Operations & Strategy, Growth Strategy & Marketing Analytics, User Research & Testing, Product-Led Growth
- **Tools:** Jira / Linear, Figma, Mixpanel / Amplitude, Google Analytics, Git / GitHub

EDUCATION

Lviv College of Information and Computer Technologies   Lviv, Ukraine
Associate's degree in Information Systems and Software Applications   *Sep 2017 - Jul 2020*
- Relevant Coursework: Web Development, Programming, Network Systems, Software Design, Data Analysis