Dmytro Lozynskyi

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PROFILE

Founder who built WorthView data product from conception to production in 6 months, delivering real-time forecasting and analytics platform. Product leader with cross-functional execution experience across engineering, design, and business teams, having driven 44% YoY growth at PetSafe through data-driven roadmap prioritization and forecasting-led optimization. Experienced in taking technical products from strategy to launch across FinTech and eCommerce.

EXPERIENCE

Founder   Feb 2025 - Present
WorthView   *London Area, United Kingdom (Remote)*

- Defined and executed product roadmap from conception to production launch in 6 months, prioritizing features through user research and delivering web MVP to 75 active users with iOS release roadmapped for Feb 2026
- Built data product with real-time forecasting and pricing APIs across multiple asset classes, operationalizing technical strategy through cross-functional execution of engineering and design work
- Led technical product development end-to-end including stakeholder alignment, technical presentations of architecture decisions, and data-driven feature prioritization based on user analytics

Organic Growth Lead   May 2022 - Present
PetSafe Brands   *Dublin, Ireland (Hybrid)*

- Built traffic and revenue forecasting models that improved prediction accuracy by 35%, enabling data-driven roadmap prioritization and delivering 44% YoY organic revenue growth ($2.5M to $3.6M) across 12 global stores
- Led cross-functional collaboration across product, engineering, UX/design, and sales teams to operationalize growth strategy, driving measured improvements in product launches and feature effectiveness
- Defined and executed product roadmap for experimentation framework, delivering A/B testing capabilities that increased conversion rates by 18% and reduced customer acquisition costs by 25%
- Presented technical recommendations and business impact analysis to leadership, resulting in promotion to Lead role within 18 months after exceeding all growth KPIs

SEO Specialist   Jan 2021 - Apr 2022
Nestlé   *Lviv, Ukraine (Hybrid)*

- Delivered 72% organic traffic growth for Maggi brand across EMEA markets by evaluating effectiveness of technical optimizations and operationalizing data-driven content strategy
- Collaborated cross-functionally with product, engineering, and brand teams to define and execute international growth roadmap across multiple markets and languages
- Promoted within 9 months after demonstrating measurable impact and exceeding all KPIs in first 6 months

SKILLS

- **Product Management:** Product Roadmap Definition, Cross-functional Collaboration, Data-Driven Decision Making, Stakeholder Management, 0-to-1 Product Development, Product Strategy, A/B Testing & Experimentation, User Research & Testing
- **Technical Skills:** SQL & Data Analysis, Forecasting & Metrics, APIs & Integrations, Web Development (HTML/ CSS/JavaScript), Python (Basic), Google Analytics & Tag Manager, Full-Stack Development
- **Business Operations:** Technical Presentations to Leadership, Strategy Operationalization, Effectiveness Evaluation, Marketing Analytics, Business Impact Analysis
- **Tools:** Jira / Linear, Figma, Mixpanel / Amplitude, Git / GitHub, Ahrefs / SEMrush

EDUCATION

Lviv College of Information and Computer Technologies   Lviv, Ukraine
Associate's degree in Information Systems and Software Applications | Grade A   *Sep 2017 - Jul 2020*