

Egor Lyfar

Technical Product Manager (AI & FinTech)

Summary

Product leader shipping web/mobile products with AI-assisted development. 15+ yrs in IT, 5–6 yrs in product. FinTech trading, CRM/automation, data-driven growth.

Experience

Business Analyst / Product Manager

01/2020 - 09/2025

Owned roadmap for trading PWA; delivered onboarding/KYC/payments and trading UX.

- +30% downloads, +25% active users; features lifted trading volume ~10%
- KYC overhaul: ~US\$200k recovered; ~30% fewer support tickets
- Website relaunch: +25% traffic, +20% engagement

Product Consultant / Product Manager

01/2023 - 09/2023

Part-time product strategy and roadmap

- Partnered with CTO/owner on roadmap & KPIs
- Competitive analysis; sequencing & differentiation

Business Development Director / Technical PM

12/2017 - 01/2020

Led eCommerce & IT; scaled online revenue

- +165% revenue; +1.5pp CR; +17% AOV
- ~HK\$2M savings via in-house platform & process

Open Source Projects

HSBC Digital Trading Prototype (Flutter Web) · <https://hsbc-digital.vercel.app>

Trading UI prototype: order ticket, watchlist, portfolio

Forex Trading App Prototype (Web) · <https://forex-trading-app-omega.vercel.app>

Web prototype: instruments, filters, ticket, portfolio

Gweilo Weather Agent · <https://gweilo.egor.lol>

Agent fetching HKO weather via APIs

Education

EDHEC Business School

01/2008 - 01/2012

BBA Finance & Marketing

About



Hong Kong HK



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egorlyfar

Product

Expert

Roadmaps Discovery

PRDs OKRs GTM

AI/LLM

Advanced

OpenAI Claude

Chatbots RAG

Prompting

Frontend/Mobile

Advanced

React Next.js Flutter

SwiftUI TypeScript

Backend/APIs

Proficient

Node.js Python REST

Postgres Supabase

Data

Advanced

GA GTM Amplitude

Experimentation

Languages

English (*Fluent*)

Russian (*Native*)

French (*Fluent*)