

Egor Lyfar, Technical Product Manager

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SUMMARY

Technical Product Manager who ships web/mobile products end-to-end-discovery, roadmaps, UX, delivery. Comfortable coding with AI-assisted development (Cursor, Copilot, Claude Code) across TypeScript/Next.js, SwiftUI, Flutter Web, and Python. Strong in integrations and rapid prototyping; partner with engineers for deeper systems. 15+ years in IT with 5-6 years in product leadership; multilingual (EN/RU/FR).

EDUCATION

EDHEC Business School 01/01/2008 — 01/01/2012

Bachelor of Business Administration - Finance and Marketing

Centre International de Valbonne 01/01/2004 — 01/01/2008

Baccalaureate - Economics

SKILLS

Product Leadership & Strategy (*Expert*): Roadmapping, PRDs, Discovery, Backlog, OKRs/KPIs, Stakeholder Management, Go-to-Market

AI-Assisted Development & Prototyping (*Expert*): Cursor AI, Claude Code, GitHub Copilot, LLM pair-programming, Rapid prototyping, Code review with LLMs, Prompted code generation

Frontend & Mobile (*Proficient*): Flutter Web, Flutter, React, TailwindCSS, TypeScript, SwiftUI, Next.js

Backend & APIs (*Proficient*): REST, API Integration, Python, Telegram Bot API, PostgreSQL, Supabase, Node.js

Data & Analytics (*Advanced*): Amplitude, Firebase, Google Analytics, GTM, Experimentation, Data Visualization

DevOps & Hosting (*Advanced*): Docker, CI/CD, Server Management, Cloud Services, Git, Self-Hosting

Design & Prototyping (*Advanced*): Figma, Wireframing, Interactive Prototypes, Design Systems

AI/LLM Engineering (*Advanced*): OpenAI API, Claude, Prompt Engineering, Chatbot Development, RAG, Fine-tuning, AI Service Architecture

Creative & Media (*Expert*): Adobe CC, Premiere Pro, Photoshop, Illustrator, Video Production

EXPERIENCE

ZFX | Business Analyst / Product Manager 01/01/2020 — 15/09/2025

Led product development for trading applications in a fast-paced FinTech environment; shipped user-centric features and platform improvements across web and mobile.

- Shipped a modular PWA roadmap (onboarding, KYC, deposits, trading core, news/localization).
- Grew app usage: +30% downloads, +25% active users; features lifted trading volume ~10%.
- Overhauled KYC, recovering ~US\$200k and cutting customer support workload ~30%.
- Relaunched website: +25% traffic, +20% engagement; onboarding revamp reduced tickets ~20%.

Part-time consulting on product strategy and roadmap for a leading blockchain media platform.

- Co-created forward product roadmap with CTO and owner.
- Led competitor/trend analysis to shape differentiation and sequencing.
- Ran product audit using user/stakeholder input to realign KPIs and direction.

Sweet Fashion House Ltd. | Business Development Director / Technical Product Manager

01/12/2017 — 01/01/2020

Led IT, web, and product initiatives while driving eCommerce growth and business development.

- eCommerce strategy drove +165% revenue growth.
- Improved conversion (+1.5pp) and AOV (+17%).
- Saved ~HK\$2,000,000 via in-house tech and process optimization.
- Managed 600+ SKUs; rolled out tooling that improved retail operations and UX.

Neo Yachting S.A.S | Marketing and Digital Specialist, Technical Product Manager

01/09/2011 — 01/12/2021

Owned digital strategy and business development; created revenue-driving web properties and marketing programs.

- New UX/SEO site generated >EUR 5,000,000 in additional revenue.
- Prototyped a yacht exchange model and supporting web flows.
- Optimized VAT processes, adding ~EUR 40,000 in revenue.
- CRM-driven pipeline closed ~50 charters (>EUR 2,000,000).

WEBDOM.FR | Founder / Technical Lead

01/01/2015 — 01/01/2017

Founded and led a boutique web dev practice delivering full-stack websites and apps.

- Delivered 15+ full-stack websites end-to-end.
- Led a distributed team (dev/design/SEO).
- Owned delivery quality and timelines.

PROJECTS

Lyfar Studio | Lyfar Studio | Founder, Video Director, Videographer, Photographer

<https://www.lyfar.com>

01/01/2014 — Present

Video production company creating content for top brands

- Founded studio; clients include Chanel, Swire Hotels, and others.
- Directed a 4-minute music video for a recognized artist.
- Led masterclasses for 20+ participants.
- Built online presence (10k+ Instagram followers, 30M views on Unsplash).
- Optimized a full studio setup balancing cost and quality.

AI-SEO Platform (Hospitality)

01/01/2024 — Present

SaaS concept for hotels/hospitality: domain analysis, content themes, and LLM scoring using search APIs + ranking heuristics.

- Designed data pipeline (keyword intel -> clustering -> LLM scoring).

- Prototyped operator workflows and reporting dashboards.

- Explored pricing, go-to-market, and AI-assisted content briefs.

PMQ Outreach CRM (Custom)

01/06/2024 — Present

Custom CRM for local outreach with email integration and AI-personalized messaging.

- Modeled custom objects and pipeline stages.
- Drafted AI-assisted email templates and contact research flows.
- Explored IMAP/Gmail integration and deduping logic.

Raining Waffle (iOS)

01/07/2024 — Present

Weather-art app visualizing Hong Kong rainfall/wind/atmospherics using local data sources.

- Prototyped SwiftUI UI with particle/flow visualizations.
- Mapped local APIs and data refresh strategies.
- Explored "ambient mode" for mood lighting/charging state.

HSBC Digital Trading Prototype (Flutter Web)

<https://hsbc-digital.vercel.app>

Interactive trading UI prototype built in Flutter Web as part of a job application/assessment; not affiliated with HSBC.

- Order ticket (market/pending), watchlist, and portfolio views.
- Responsive layout and componentized UI primitives.
- Demonstrated rapid prototyping and platform thinking.

Twenty CRM Telegram Bot

Telegram bot integrating with Twenty CRM for company information retrieval and notes management.

- Search and fetch company records via chat commands.
- Allow note capture and retrieval inside Telegram.
- Dockerized and deployable on Synology NAS via Portainer.

Gweilo Weather Agent

<https://gweilo.egor.lol>

Agent that retrieves Hong Kong weather via HKO APIs (VPN-gated).

- Automates retrieval and summarization of HKO weather data.
- Designed for lightweight, low-latency responses.

Brief.lyfar.com (Automated Briefs)

<https://brief.lyfar.com/mox.com>

Automates brand discovery and generates creative/video briefs and SMM strategy using LLMs.

- Fetches brand details, summarizes positioning, and drafts brief outlines.
- Outputs suggested content angles and social schedule starters.

Put Me Behind the Bar

<https://putmebehindthebar.egor.lol>

Fun photo generation service that places bar visitors 'behind the bar'.

- End-to-end image generation pipeline for quick novelty images.
 - Simple landing + queue/processing experience.
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LANGUAGES

English (*Fluent*) , Russian (*Native*) , French (*Fluent*) , Ukrainian (*Beginner*)

INTERESTS

Technology [*Self Hosting* , *Docker* , *Smart Home* , *Raspberry Pi* , *VPN Servers*] , Psychology & Mindfulness [*Meditation* , *Social Psychology* , *Cognitive Biases*] , Video Production [*Directing* , *Editing* , *Cinematography* , *Storyboarding* , *Post-production*]

REFERENCES

Head of Marketing, Chanel - Egor has solid project management skills. He is professional, reliable, and aims at delivering a perfect product for his client. He is creative and a good listener, he has a strong eye for detail and makes relevant suggestions to elevate further the project.

— Tatiana Delannoy

Executive Director, IYBA - Egor is a hard-working gentleman with superior talent in his interpersonal skills and technological knowledge. He has a rare creative ability, and in my experience, he will rise to any challenge presented to him. His serious work ethic, combined with his ability to communicate fluently in Russian, French, or English, positions him as a very valuable asset to any company.

— Paul Flannery

Director, Neo Yachting - I have been working with Egor since 2011 and have been consistently impressed with Egor's attitude and productivity. He successfully transitioned from marketing executive to yacht charter broker and continued as an independent contractor, helping us with web development, photo and video content, event management and social media strategy.

— Nicolas Valin