Egor Lyfar, Technical Product Manager (AI & FinTech)

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SUMMARY

Technical Product Manager with AI expertise. I design, build, and ship end-to-end products across web/mobile (Next.js, SwiftUI, Flutter Web) and integrate LLM capabilities (OpenAI, Claude) to drive measurable business impact. 15+ years in IT with 5-6 years in product leadership across FinTech trading platforms, CRM/automation, and data-driven growth. 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/LLM Engineering *(Advanced)***:** OpenAI API, Claude, Prompt Engineering, Chatbot Development, RAG, Fine-tuning, AI Service Architecture

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

Backend & APIs *(Advanced)***:** 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

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

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EXPERIENCE

ZFX | Business Analyst / Product Owner   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.

- Crafted and executed a modular product roadmap for a PWA trading platform (onboarding, KYC, deposits, trading core, news/localization).
- Drove growth for the Trading App with a 30% increase in downloads and 25% increase in active users.
- Directed cross-functional delivery of new trading features, contributing to a 10% uplift in trading volume.
- Used data-led iteration to refine features and pricing, supporting a 15% revenue increase.
- Identified and validated new revenue opportunities via competitive and market research (+15% YoY revenue).
- Designed a streamlined onboarding flow that reduced support inquiries by ~20%.
- Overhauled KYC process, recovering ~US$200k and reducing CS workload by ~30%.
- Managed a website relaunch, resulting in +25% traffic and +20% engagement.
- Shipped rewards/bonus UX (e.g., claim flows, expiries) and integrated CMS-driven content for news, insights, and localization.

Cointelegraph | Product Consultant   01/01/2023 — 01/09/2023

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

- Partnered with CTO and business owner on a forward-looking product roadmap.
- Analyzed competitors and trends to shape differentiation and sequencing.
- Orchestrated a product audit using user and stakeholder feedback to refine direction.
- Bridged business/engineering to align milestones and KPIs.

Sweet Fashion House Ltd. | Business Development Director / Product Owner / IT
                                                       01/12/2017 — 01/01/2020
Led IT, web, and product initiatives while driving eCommerce growth and
business development.

- Developed and executed an eCommerce strategy producing +165% revenue.
- Improved conversion rate (+1.5pp) and increased AOV (+17%).
- Achieved ~HK$2,000,000 in savings via in-house tech and process optimization.
- Rolled out new tooling for smoother retail operations and UX.
- Managed a 600+ SKU multi-channel product portfolio.
- Launched a PR campaign that attracted HK$1,000,000 investment.
- Improved retail UX through physical space design and digital content.

Neo Yachting S.A.S | Marketing and Digital Specialist   01/09/2011 — 01/12/2021

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

- Built a new corporate website with UX/SEO improvements, generating >EUR 5,000,000 in additional revenue.
- Prototyped a yacht exchange model and supporting web flows.
- Optimized VAT flows, adding ~EUR 40,000 in revenue.
- Led omni-channel marketing (social, email, Google Ads).
- Leveraged CRM to close ~50 yacht charter contracts (>EUR 2,000,000 total value).

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+ websites end-to-end (scoping, UX, build, launch).
- Led a distributed team of developers/designers/SEO specialists.
- Partnered with stakeholders across varied industries.
- Owned delivery, quality, and timelines.

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

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