Egor Lyfar, Technical Product Manager

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SUMMARY

Technical Product Manager. I lead discovery, roadmaps, and delivery; turn ambiguity into outcomes; prototype quickly with AI-assisted development; and partner with engineers on deeper systems. Energetic, clear, collaborative-with just enough humor to keep momentum.

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

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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%.

Cointelegraph | Product Consultant, Product Manager
https://cointelegraph.com   01/01/2023 — 01/09/2023

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

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

Flutter Web prototype of a retail trading app-order ticket, watchlist, portfolio.
Built for an assessment; not affiliated with HSBC.

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

Web prototype of a forex trading app-instrument lists & filters, deal ticket, and
portfolio overview.

Gweilo Weather Agent
https://gweilo.egor.lol

Lightweight agent that queries HKO APIs to report Hong Kong weather (VPN-
gated).

Brief.lyfar.com (Automated Briefs)
https://brief.lyfar.com/mox.com

LLM-driven tool that fetches brand data and drafts creative/video briefs and a
starter SMM plan.

Lyfar Studio | Lyfar Studio | Founder, Video Director, Videographer, Photographer
https://www.lyfar.com

Video production company creating content for top brands

AI-SEO Platform (Hospitality)

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

PMQ Outreach CRM (Custom)

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

Raining Waffle (iOS)

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

Twenty CRM Telegram Bot

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

Put Me Behind the Bar
https://putmebehindthebar.egor.lol

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

Pricing Experiment Framework
https://lyfar.com/#pricing-framework

Feature-flagged pricing tests with guardrails and telemetry; enabled elastic/prorated pilots.

RAG Support Knowledge Base
https://lyfar.com/#rag-support-kb

Vectorized policies/macros with retrieval-augmented answers; reduced handle time and improved CSAT.

NPS to Roadmap Loop

https://lyfar.com/#nps-roadmap

Auto-themes NPS verbatims and produces weekly opportunity reports for prioritization.

Churn Prediction & Save Flows

https://lyfar.com/#churn-save

Simple model with triggered save offers and nudges across email/in-app; ARR impact tracking.

Self-Serve Admin Console

https://lyfar.com/#admin-console

Roles/permissions, feature flags, and CMS blocks for ops and marketing to ship without dev cycles.

LTV/CAC Exec Dashboard

https://lyfar.com/#ltv-cac

Unified metrics with cohorting and anomaly alerts; single view for growth and finance.

Pay-in / Pay-out Sandbox

https://lyfar.com/#payments-sandbox

Mock PSP flows and webhooks for QA/demo environments; faster integration testing and sales demos.

Luxury Villa 3D Experience

https://villa.egor.lol

Interactive villa showcase with AI depth maps, WebGL parallax, and 360° view.

Sauce Barbershop Website

https://sauce.egor.lol

Scroll-triggered SVG/clip-path animations with sliced text effects; Next.js + GSAP.

Dead Poets AI Polaroid Wall

https://toilet.egor.lol

Telegram bot (Replicate) generates AI polaroids; 3D scroll site showcases the installation.

Dead Poets Bar Tinder

https://tinder.egor.lol

Tinder-like web app for cocktail matches; React + Supabase with filters and likes.

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