

# 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	<p><b>Product Leadership &amp; Strategy (Expert):</b> Roadmapping, PRDs, Discovery, Backlog, OKRs/KPIs, Stakeholder Management, Go-to-Market</p> <p><b>AI-Assisted Development &amp; Prototyping (Expert):</b> Cursor AI, Claude Code, GitHub Copilot, LLM pair-programming, Rapid prototyping, Code review with LLMs, Prompted code generation</p> <p><b>Frontend &amp; Mobile (Proficient):</b> Flutter Web, Flutter, React, TailwindCSS, TypeScript, SwiftUI, Next.js</p> <p><b>Backend &amp; APIs (Proficient):</b> REST, API Integration, Python, Telegram Bot API, PostgreSQL, Supabase, Node.js</p> <p><b>Data &amp; Analytics (Advanced):</b> Amplitude, Firebase, Google Analytics, GTM, Experimentation, Data Visualization</p> <p><b>DevOps &amp; Hosting (Advanced):</b> Docker, CI/CD, Server Management, Cloud Services, Git, Self-Hosting</p> <p><b>Design &amp; Prototyping (Advanced):</b> Figma, Wireframing, Interactive Prototypes, Design Systems</p> <p><b>AI/LLM Engineering (Advanced):</b> OpenAI API, Claude, Prompt Engineering, Chatbot Development, RAG, Fine-tuning, AI Service Architecture</p> <p><b>Creative &amp; Media (Expert):</b> Adobe CC, Premiere Pro, Photoshop, Illustrator, Video Production</p>	
EXPERIENCE	ZFX   Business Analyst / Product Manager	01/01/2020 — 15/09/2025
	<p>Led product development for trading applications in a fast-paced FinTech environment; shipped user-centric features and platform improvements across web and mobile.</p> <ul style="list-style-type: none"><li>Shipped a modular PWA roadmap (onboarding, KYC, deposits, trading core, news/localization).</li><li>Grew app usage: +30% downloads, +25% active users; features lifted trading volume ~10%.</li><li>Overhauled KYC, recovering ~US\$200k and cutting customer support workload ~30%.</li><li>Relaunched website: +25% traffic, +20% engagement; onboarding revamp reduced tickets ~20%.</li></ul>	

<https://cointelegraph.com>

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*

Led IT, web, and product initiatives while driving eCommerce growth and business development. 01/12/2017 — 01/01/2020

- 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*

Owned digital strategy and business development; created revenue-driving web properties and marketing programs. 01/09/2011 — 01/12/2021

- 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.

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## 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'.

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#### LANGUAGES

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

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#### 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* ]

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#### 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