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Technologies

- AWS, Azure, Google Cloud Platform
- PostgreSQL, Redis, MySQL, Oracle, MongoDB, VectorDB (Qdrant), Power BI
- React, React Native, Angular, Vue.js, HTML5, CSS3, JavaScript (ES6+), Node.js, Python
- Blockchain, IPFS, Web3j, Bitcoinj, Textile
- TensorFlow, RAG, LangChain, LangGraph, Generative Adversarial Networks
- Google Ads, Meta Ads, TikTok Ads, Google Tag Manager, Google Search Console
- Ahrefs, SEMrush, Moz, HubSpot, Mailchimp, Klaviyo, Amplitude, Zapier, Intercom

Tools

- Jira, Asana, Linear, ClickUp, Monday.com
- Confluence, Notion, Figma и Miro
- Google Analytics, Mixpanel, Amplitude, Hotjar
- Tableau, FullStory, Dovetail
- SurveyMonkey, TypeForm, Maze, UserTesting
- Optimizely, VWO, LaunchDarkly, Statsig
- Facebook Ads Manager, Google Ads Manager
- TikTok Ads Manager, Adheart, AB Tasty
- HubSpot, Mailchimp, Klaviyo, ActiveCampaign
- Claude Code, Copilot, Cursor, Vercel, v0

Licenses & Certifications

Certified SAFe® 4 - EPAM Systems

AI Product Manager Nanodegree – Udacity

Profile

I'm a Product Manager from Ukraine, now based in Prague.

My journey started in 2013 with EatSmart, one of Ukraine's biggest startups — a restaurant reservation service that sparked my passion for building products people actually use. Since then, I've built and shaped products across AI, blockchain, fintech, and SaaS.

I built Sapien Wallet from scratch — a crypto wallet with a post-transaction rating system that attracted 100K users in its first month. I created Jax.Network, a blockchain tackling the blockchain trilemma, and helped XBO Exchange grow through product segmentation and personalization.

I've also worked with major enterprises like Hermès (parcel delivery) and Blue Yonder (supply chain solutions). Operating at enterprise scale sharpened my skills fast — one of the products I supported served over 400 engineers.

My proudest win? Joining UserWay at the MVP stage and helping scale it into a market leader — now used by 1.5M+ businesses worldwide as an AI-powered accessibility platform.

Beyond strategy, I'm hands-on. I've mastered growth marketing — from traffic acquisition to building communities around products. I experiment with RAG and LangChain, design at a senior level, and can rapidly prototype SaaS products in hours.

Skills

Technical Skills

- CI/CD Pipelines & DevOps
- API Integration (REST)
- Security & Compliance (WCAG, GDPR, HIPPA, ADA)
- AI Integration (RAG, Vector DBs, LLMs)
- Cloud Platforms (AWS, GCP)
- Microservices Architecture

Marketing & Growth Skills

- Go-to-Market Strategy
- Product-Led Growth
- SEO, ASO & Content
- Paid Acquisition (PPC/Soc/Programmatic)
- Conversion Rate Optimization (CRO)
- Funnel Optimization & A/B Testing

Product Management Skills

- Prototyping and Validation
- Roadmapping, OKR & KPI's
- Product-Market Fit & Monetization
- Platform & Design System Strategy
- Stakeholder Engagement
- Cross-functional Team Alignment (12+ squads)

Experience



AI Product Manager

UserWay

May 2023 - Present (3 yrs, 1 mos)

- UserWay.org is the fastest-growing AI company in accessibility, offering the world's most advanced AI-based auto-remediation solutions to help websites meet strict governmental regulations. Joined right after MVP release and scaled the product to over 1.5 million businesses worldwide.

Responsibilities:

- Owned the product roadmap, gathered and prioritized requirements for the widget and management console deployed across over 1,500,000 websites
- Defined and executed product and go-to-market strategy in collaboration with cross-functional teams including design/UX, development, marketing, tech support, and sales
- Conducted 350+ customer interviews (around 3-4 per week), solution surveys, and analyzed user behavior to inform product decisions and drive retention
- Led A/B testing and experimentation strategy, improving user acquisition by 30%+, onboarding completion by 25%, and overall engagement by 18% for the last year
- Established and tracked product KPIs across development and QA, maintaining consistent on-time delivery
- Fostered collaboration across 5 squads to align product development with business goals
- Led POCs for AI-powered solutions using LangChain and vector databases to support context-aware features and long-term memory
- Secured the largest enterprise deal of the year with Google — a multi-country accessibility analytics subscription worth \$4.8M+ annually

Technologies

- LangGraph, LangChain, RAG
- PostgreSQL, Redis, VectorDB (Qdrant)
- React Native, Angular, Python
- Azure, Google Cloud Platform
- WCAG 2.1/2.2, ADA, Section 508, EN 301
- Ahrefs, Meta Ads, SEMrush, Zapier,
- Amplitude, Power BI

Tools

- Claude Code, Copilot, Vercel
- TypeForm, Maze, UserTesting
- Mixpanel, Tableau, Hotjar
- Adheart, Google Ads, Hotjar, SemRush
- Optimizely, VWO, LaunchDarkly
- axe DevTools, NVDA, JAWS, VoiceOver
- Zendesk, Segment, Stripe

Experience



Product Manager

BlueYonder

May 2019 - Apr 2023 (3 yrs 11 mos)

- BlueYonder – global leader in AI-powered supply chain solutions. Led the product strategy and evolution of the Common Component Library (CCL) — a unified design system used by over 400 front-end engineers across the company. The system accelerated feature delivery and ensured UI consistency across 50+ enterprise-grade applications. Engaged through Edvantis, a Ukrainian outsourcing partner.

Responsibilities:

- Secured stakeholder buy-in and presented component library updates to 80+ stakeholders, gathering feedback and iterating on implementation
- Owned the product vision and roadmap for CCL from v3 to v4, driving adoption from 12 to 40+ product teams and reducing component development time by 35%
- Defined and prioritized requirements for ~150 React/MUI components, tokens, and tooling assets — establishing CCL as the single source of truth for UI development
- Defined quality standards through functional specs, acceptance criteria, and visual regression testing, reducing critical defects by 40% across releases
- Drove v3 to v4 migration strategy, creating technical guides and documentation using Storybook and Figma, enabling seamless migration for 50+ enterprise applications
- Led cross-team technical initiatives: CCL vs Playwright/WDIO test harness evaluation, ESLint/TS config upgrades, and CI pipeline optimization
- Built developer onboarding program for CCL, reducing new engineer ramp-up time from 2 weeks to 3 days
- Established and maintained performance dashboards tracking bundle size, coverage, and adoption metrics across all consuming applications

Technologies

- React, MUI, TypeScript
- Storybook, CSS Tokens
- Webpack/Vite, npm
- GitHub Actions, Jenkins, CI/CD Pipelines
- Jest, Playwright, WDIO
- PostgreSQL, Redis

Tools

- Jira, Confluence, Linear, ClickUp
- Figma, Zeplin, Abstract
- Storybook, Chromatic, Docusaurus
- Tableau, Hotjar, Datadog, Grafana
- LaunchDarkly, Statsig, Optimizely
- SonarQube, CodeClimate

Experience



Product Manager

Evri

Apr 2018 - Apr 2019 / 1 yr

Evri (formerly Hermes) – one of Europe's largest parcel delivery companies, operating in 52 countries with over 12 million daily active users.

Led product delivery and growth strategy for Evri's digital platform at [EPAM Systems](#), managing three cross-functional teams (40+ FTEs). Delivered a large-scale CMS transition that contributed to a \$70M+ annual revenue increase.

Responsibilities:

- BA
 - Scrum Master
 - 20 + Engineers (FE/BE)
 - 6 QA's
 - 3 UI Designers
 - Content & Localization Manager
- Drove the CMS migration from legacy monolith to headless architecture (Prismic), migrating 10,000+ content pages across 52 markets with zero downtime
 - Owned the product roadmap across 3 development teams, managing 200+ backlog items and driving strategy from discovery to release
 - Led A/B testing and experimentation program across key user journeys — improving parcel tracking conversion by 20%+ and reducing drop-off in booking flow by ~35%
 - Built and optimized acquisition and retention funnels, increasing monthly active users by ~15% and improving repeat booking rate by ~20%
 - Defined KPIs and analytics frameworks tracking delivery velocity, conversion rates, bounce rates, and customer satisfaction across 52 markets
 - Implemented event tracking and attribution models using Google Analytics and Mixpanel, enabling data-driven decisions across product and marketing teams
 - Coordinated cross-functional efforts with design, development, marketing, and business support teams to align product launches with go-to-market campaigns
 - Led discovery workshops with C-level stakeholders, translating business objectives into actionable product requirements and marketing experiments

Technologies

- AWS, Azure, Google Cloud Platform
- Prismic (Headless CMS), Contentful
- React, Next.js, TypeScript, Node.js
- GraphQL, REST APIs
- PostgreSQL, Redis, Elasticsearch
- Terraform, Docker, Kubernetes
- Google Tag Manager, Segment

Tools

- Jira, Confluence, Miro
- Figma, Sketch, Adobe XD
- Google Analytics, Mixpanel, Hotjar, Tableau
- Ahrefs, SEMrush, Google Search Console
- Meta Ads Manager, Google Ads Manager
- Optimizely, LaunchDarkly
- Zapier, HubSpot

Identified and resolved critical integration blockers between legacy and new CMS, ensuring 100% on-time delivery across 3 parallel workstreams

Launched localized landing pages and SEO optimization across 12 key European markets, driving a ~30% increase in organic traffic

Experience



Product Manager

Sapien Wallet

Mar 2016 - Feb 2018 / 1 yr 11 mos

- Sapien Wallet — a non-custodial crypto wallet built from scratch for Jax.Network blockchain, featuring a unique post-transaction human rating system. Attracted 100,000 users in the first three month after MVP launch with almost zero marketing budget through airdrops and bounty program.

Responsibilities:

Team

- 1 iOS Engineer
- 1 Android Engineer
- 1 Backend Engineer
- 1 QA
- Designer
- 5 Community Managers

- Built the product from zero to 100K users — defined vision, strategy, roadmap, and led the team through ideation, discovery, and delivery
- Designed and shipped a unique human rating system for post-transaction feedback, creating a trust layer that differentiated the wallet in a crowded market
- Integrated Telegram library (TDLib) enabling in-app messaging and peer-to-peer transactions, increasing daily active users by 40%
- Led product discovery process — formulated and validated 50+ hypotheses through user interviews, surveys, and rapid prototyping before committing to development
- Achieved product-market fit within 6 months by iterating on core value proposition based on user feedback and behavioral data
- Designed and optimized onboarding and transaction funnels, improving activation rate by 35% and reducing drop-off by 28%

Technologies

- TDLib (Telegram), Web3j, Bitcoinj
- IPFS, Textile (decentralized storage)
- React Native, TypeScript, Node.js
- Solidity, Smart Contracts
- PostgreSQL, Redis
- Firebase, WebSockets

- Ran A/B testing across onboarding flows, wallet UI, and rating system — driving conversion improvements of 20%+ across key user journeys
- Built organic growth engine through crypto communities, Telegram groups, and influencer partnerships — acquiring 100K users with zero paid spend
- Defined and tracked core metrics: DAU/MAU, retention cohorts, transaction volume, NPS, and viral coefficient
- Managed budget, revenue forecasting, and coordinated with blockchain partners and exchanges for wallet integration
- Built and led the delivery team from scratch — hired, onboarded, and managed engineers, designer, and data scientist

Tools

- Asana, Linear, Notion
- Figma, Miro
- Google Analytics, Mixpanel, Amplitude
- Ahrefs, SEMrush, Google Search Console
- Hotjar, FullStory
- Telegram Analytics, CoinGecko, DexTools
- Google Ads, Twitter Ads, Bitcointalk

Experience



CEO (Founder)

Eatsmart

Dec 2012 - Feb 2016 / 3 yrs 3 mos

- EatSmart — a B2B SaaS restaurant table reservation platform, available on iOS and Android. Recognized as one of Ukraine's most prominent startups, featured by Forbes and international media. The platform connected 900+ restaurants across 5 major Ukrainian cities and reached 30,000+ app downloads. Pre-installed on Samsung devices (phones and smartwatches) as a local partner app. Integrated with major search engines as a native restaurant booking provider.

As CEO and founder, I built the business from scratch — from idea validation to profitability. Successfully secured Seed, Series A, and Series B investments, and reached break-even at ~\$20K monthly burn rate.

Team

- 2 Engineers (FE/BE)
- 2 iOS/Android Engineers
- Marketing Manager
- 2 Sales Managers
- Designer
- Content Manager
- SMM/PPC Manager

Responsibilities:

- Built the product from zero — defined vision, designed tech architecture, and led the full delivery lifecycle across product, engineering, marketing, and finance
- Scaled the platform to 900+ restaurant partners across 5 cities, growing from 0 to market leader in Ukraine's restaurant reservation space
- Achieved product-market fit and reached profitability at ~\$20K/month burn rate within 2 years
- Secured a strategic partnership with Samsung — app pre-installed on Samsung phones and smartwatches as a local dining app
- Integrated with search engines (Google, Yandex) as a native booking provider, driving ~40% of total reservations through organic search
- Partnered with Ukraine's largest street food festival, increasing brand awareness and acquiring ~5,000 new users per event
- Led the marketing team and executed full-stack acquisition campaigns across paid, organic, partnerships, and events — growing to 30,000+ app downloads
- Designed and optimized booking funnels, improving restaurant-to-diner conversion by ~25% through A/B testing and UX iterations

- Defined KPIs and analytics frameworks: DAU/MAU, booking conversion, retention cohorts, restaurant churn, and LTV/CAC
- Built, hired, and managed a team of 12+ people across engineering, marketing, sales, and design
- Successfully secured Seed, Series A, and Series B investments — pitched to investors, prepared financial models, and led due diligence

Technologies

- React Native, Swift, Kotlin
- Angular, React, TypeScript, Node.js
- REST APIs, WebSockets, Push Notifications
- AWS, Firebase, Google Maps API
- Elasticsearch (restaurant search)
- Google Search API, Yandex Search API

Tools

- Jira, Trello, Confluence
- Figma, Sketch, InVision
- Google Analytics, Firebase Analytics
- Google Ads, Facebook Ads, Instagram Ads
- App Store Connect, Google Play Console
- SEMrush, Ahrefs, Google Search Console
- Stripe, LiqPay (payments)