

MIKE KRUPIN | Product Manager

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SUMMARY

My guiding principles are **data-driven** and **user-oriented** approaches; **making risky assumptions** to achieve **high results**; **being united as a whole with the team** and facing all successes or failures together; and sticking to making sure **things are always done**.

I always aspire to be in a high-ownership role and take more responsibility to achieve significant results for a product. As a leader, I am always rally the team to achieve our common mission.

My diverse experience allows me to be on the same page with the engineering, analytics, and design teams. This gives an understanding of how new functionality is designed at each stage of the development process.

EXPERIENCE

BLOCKSCOUT — Product Consultant

AUG 2022 - NOV 2022, **3 MONTHS**

SaaS multi-chain explorer with its own ecosystem and product.

- Launched one of Blockscout's web products for beta testing;
- Led UX/UI and engineering teams using Agile to grow a new web product – zkBob;
- Conducted quantitative and qualitative research to identify and resolve customers' pain points, and used the insights to develop a product strategy;
- Prioritized Product Roadmap and User Stories with developers, aligning the product vision with the market needs and business strategy;
- Optimized and simplified the UX-flow with the cross-functional team.

TIGGY — Product Lead, Customer Experience

FEB 2022 - AUG 2022, **8 MONTHS**

Tiggy mobile app is a Canadian quick-commerce startup (acquired by Buggy in Aug 2022).

- Designed a process for communicating the product vision and strategy to the team;
- Improved the process of A/B testing that increased number of experiments by 10% ;
- Led a UX/UI and cross-functional teams as well as product manager;
- Developed upsell sections inside Tiggy that increased average merchandise volume by 20% and revenue by 14%;
- Performed as a coach at product retrospectives to solve internal problems in the team;
- Led the process of introducing delivery fee, which resulted in a 13% increase in the average order receipt;
- Reduced marketing costs by 15% by introducing a referral program;
- Increased activation on first purchases by 7% by implementing a special page with offers on first purchases.

PRISMA LABS — Product Manager, Subscription

MAY 2021 - MARCH 2022, **11 MONTHS**

AI-based style transfer app. Has 1 mln MAU. The main market is the USA.

- Created a monetization strategy for the Prisma mobile app based on the company's goals and plans;
- Took leadership inside growth team to launch a web sales channel for Prisma app for selling subscription online;
- Conducted 10+ A/B experiments with subscription duration and number of options that increased Revenue and ARPU by 20%;
- Designed and launched 10+ events with special subscriptions, the Revenue from which was 100% higher than from usual subscriptions;
- Led a cross-functional and UX/UI teams and established processes within it from scratch;
- Performed A/B experiments with subscription prices that raised conversion to trial by 10% and revenue by 15%.

SMARTVISION — Founder

SEP 2020 - DEC 2021, **1 YEAR 4 MONTHS**

Developing and launching own products – B2C app and B2B service.

- Designed the process of the product development through analytics, road-map, and goals. Communicated the vision and goals to the team;
- Launched the mobile app "Garantie" and the "SmartStorage" service from scratch;
- Confirmed product hypotheses about the demand for the product by conducting user research;
- Got into a product start-up accelerator, where he was able to work through the product development approach with a mentor.
- Preliminary agreements have been reached with potential clients from the banking sector;
- Led the team that launched the API based service that worked with big data.

WILDBERRIES — Data Scientist, Customer Support

JUNE 2020 - MAY 2021, **1 YEAR**

The e-commerce online platform for selling items.

- Reduced the percentage of incorrect comments for goods cards by 10%;
- Improved support response time for clients by 20% by developing a chatbot based on AI algorithm;

EDUCATION

Higher School of Economics

Bachelor of Business Informatics; GPA: 8/10

Nizhny Novgorod, Russia

Sep 2016 - June 2020

GoPractice: Simulator for Learning Data-Driven Product Management and Growth

Online

Confirmation here; Score: 85% / 100%

Dec 2021 - Feb 2022