

## PRODUCT MANAGER

### Executive Profile

Ambitious, results-oriented Technology Executive leader with an entrepreneurial attitude; passionate about incorporating user needs and experience with revenue goals to develop world-class web and mobile products.

Over 12 years of professional experience in software development and product management; 4+ years of executive experience.

### Skill Highlights

- Product Strategy, Planning, Engineering, Research and Development
- Hands on experience in Data Analysis and strong problem solving skills. Expertise in Google Analytics (GA certified), MixPanel, Omniture and other DB analytic tools.
- Web and Native Mobile applications: iOS (iPhone and iPad) and Android
- Marketing: Email Strategy, Advertisement Campaigns, Social Media
- AB Testing: Optimizely, Google Analytics
- UI/UX (designing simple and intuitive web and mobile interfaces): OmniGraffle, Adobe Photoshop, Balsamic Mockups; HTML Prototypes
- Product Feedback / User Experience Analysis, Competitive Analysis, User Insight
- Product Optimization
- Great interpersonal and communication skills. In depth knowledge of SDLC: Agile and Waterfall methodologies.

### Core Accomplishments

#### *Research*

- *Conducted customer and market research which led to the development of powerful SaaS platform.*

#### *Product Development:*

- Successfully grew a product that became a leading provider of DIY app building service.

#### *Product Optimization*

- Launched optimization experiments and AB tests that resulted in incremental profit.

#### *Analytics*

- Defined key product metrics (KPIs), instituted strong management processes and metrics to ensure goal-oriented, measurable successes.

#### *Leadership*

- Served as key contributing member to Leadership team.

### Professional Experience

02/2010 to 10/2014

Canton, MI

iBuildApp is a do-it-yourself platform that enables customers to create their own mobile apps in a matter of minutes, with no technical knowledge.

- Conducted customer and market research, product design and prototype implementation.
- Defined the product roadmap, worked closely with engineering and product marketing on realizing the roadmap. Managed engineering team oversees (16 - 20 developers); responsible for sprint planning. Resolved tactical and resource issues to ensure effective project management and product development processes. Worked closely with designer to deliver high-impact, user-centered Web platform with sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities.
- Led product development and optimization for the platform and mobile apps improving their flexibility and driving the increased quality and efficiency. Launched optimization experiments and AB tests that resulted in incremental profit - focus on usability testing and extensive AB testing to get consumer insight, identify new features that optimize user experience, and provide relevant solutions that monetize and drive customer value.
- Defined key product metrics (KPIs), instituted strong management processes and metrics to ensure goal-oriented, measurable successes.
- Developed customer segmentations, conducted customer behavior analysis to maximize conversion for paid subscriptions, and registrations.
- Researched, strategized and launched UX improvements that increased conversions (registered users and paid subscriptions).

01/2006 to 02/2010

Product Manager Chula Vista, CA

- Managed all phases of the software development lifecycle (SDLC) for dozens of successful custom solutions.
- Helped companies like France Telecom, Quest Software and InterContinental Hotel Group in building their best-in-class digital experiences.
- Collaborated across the organization to articulate market opportunities, customer requirements, and prioritization of return on investment.
- Worked closely with clients, designers, engineers and technical personnel to achieve the best results for the company and clients alike.
- Led cross-functional team of engineers and UX designers to develop optimized user experience and build scalable products; created UI mockups and functional specs.

- Helped companies implement new product launches on time and on budget.

01/2003 to 01/2006

Senior Software Engineer

- Led programming tasks including enhancements, maintenance and support for clients' applications and interfaces.
- Engineered software products, handling complex analysis and intricate programming to meet project requirements.
- Wrote technical documentation: functional specifications and design documents.
- Participated in usability testing, user experience and QA system testing.

01/2000 to 01/2003

Software Engineer Datafox

- Developed, maintained and supported software using C++ and related tools (web and multimedia projects).
- Created interactive multimedia ebook (Analytical Geometry of Three Dimensions) with 3D graphics which is still used as an educational tutorial for students who have difficulty interpreting three-dimensional models or diagrams.
- Participated in video editing, creating presentations, tutorials and marketing materials.
- Improved functioning of databases.

Education

Master Degree : Applied Math Izhevsk State Technical University Applied Math

Certificate, Google Analytics Platform Principles

Skills

3D, articulate, budget, C++, conversion, clients, databases, product design, product development, Dimensions, driving, features, focus, functional, graphics, UX, market research, market, product marketing, marketing materials, multimedia, navigation, optimization, personnel, presentations, processes, product manager, profit, programming, project management, quality, QA, Quest, SDLC, software development, technical documentation, Telecom, usability testing, video editing