



Yavor Popov

an empirical product person

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('17 - now) Product Owner at IGS

Hey there! I work at IG Soft, where...

Currently I'm focused on releasing the Alpha of our iOS and Android social poker apps.

For a period of close to a year I have:

- been involved in **~80% of the new product development** at the company
- **worked directly with ~50% of the developers**

Overall, during my time at IGS I've managed to:

- in collaboration with the BI team **correctly predict the next game that a poker player will play 87% of the time**

- introduce **the practice of:**
 - **doing user interviews and user tests**
 - **testing assumptions with interactive prototypes**
 - **using use cases and flow charts** when introducing new functionality
- create a **plan for the gradual transition from three old back office systems to a single one that automates the most critical operator functions;**
- **initiate the overhaul of the global navigation** of our web poker room software;
- create a **gap analysis of four versions of the cashier system and draft a plan for transitioning to a single one**

('17 - now) Game Design

"Product people should work on products in their spare time."

I started creating *Squirrel Attack! Board Game* from scratch two years ago. Since then it's been **32 prototypes** and numerous user tests conducted in **Bulgaria, Germany, Vietnam and Serbia** with **485 unique individual testers**.

Average game rating: 9.4/10

(based on the [last 100 player reviews](#))

2019 Product roadmap:

Q2: Marketing campaign and Production set up;
Q3: Pre-sell; Q4: Release

Previous Experience

Co-founder at hacker.works - digital product dev studio (Jan '16 - Aug '17)

- Product Owner - new product dev and business model consulting
- Introduced User Testing as part of the product development process
- Extended our subcontractor network
- Created the Agile legal framework for providing the company services
- Arranged a 100K loan to kick-off the business

Account Manager at Obecto - digital product dev studio (Aug '14 - Nov '15)

- Certified Scrum Product Owner
- Managed all the operations of the company for 4+ months
- Increased service fees by 25% in 3m

Customer Care BG - Business Development Executive

- Lead business development for the contact center
- Managed automated marketing

Michigan State University, MI, USA - Finance and Sales Mngmt

- Managed the operations & fundraising for the Formula Racing team
- Managed a portfolio of stocks worth \$138K at the MSU Investment Fund

Sales Manager at Telus International Contact Center

- Managed, recruited and coached a team of 35 multilingual sales agents, operating on 6 European markets
- Won the highest paying customer at the time by coaching the sales team on their way of achieving 115% of the sales target in one month, having started from 5%

View my work sample:

<https://yavor.work/>

Let's talk!