

# Sander Bell

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## Product Manager | Mobile Product Leader

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 Thailand (& Remote)

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**Product-minded founder and builder with proven launch experience. Built and shipped apps (5.7K+ installs, 7% freemium conversion, Top 3 App Store ranking) with zero marketing spend. Combines psychology-backed user research, technical React Native expertise, and data-driven iteration to ship products that scale. Seeking PM/PO roles in mobile-focused teams.**

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## Key Achievements

### Product Launches:

- Launched products from concept to App Store/production
- Achieved 5,700+ organic installs and \$200+ MRR within weeks
- Hit 7% freemium-to-paid conversion (vs. 2-5% industry avg)
- Reached #3 in US App Store paid productivity category

### Scale Experience:

- Shipped 100+ features for 2M+ user React applications (mobile & web)
- Built and maintained multilingual products serving global markets
- Contributed to faster feature delivery through product-dev collaboration

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## Professional Experience

### Founder & Solo Product Lead

**100k31d LLC | Jan 2025 – Present**

Building wellness tech products with full ownership of product lifecycle.

### Products:

- **Esse** ([App Store](#)) – AI video summarizer
  - In weeks, achieved 4,700+ installs, \$200+ MRR, 7% conversion, Top 3 App Store ranking
  - Zero marketing spend → organic PMF validation

- 40+ five-star reviews, viral Reddit launch (#1 subreddit post), university partnership inquiries
- Full ownership: market research → competitive analysis → user personas → feature roadmap → UX wireframes → development → App Store deployment → pricing strategy → subscription setup → retention optimization
- **One at a Time** ([App Store](#)) – Mindful typing meditation app
  - Psychology-informed behavior change mechanics
  - Advanced animations, haptics, notification scheduling for retention
  - Novel product category (first mindful typing app)

### Product Skills Demonstrated:

- Monetization: Designed freemium model with 4-tier subscription structure (\$1.99/week, \$4.99/month, \$39.99/year, \$59.99 lifetime)
- Go-to-Market: Executed viral Reddit launch, ASO optimization, organic growth loops, TikTok viral strategy
- User Research: Applied psychology insights to create behavior-changing digital experiences, collected and systemized feedback from early adopters

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## React / Next.js Developer

**Ling App** | Dec 2023 – Nov 2025

Maintained React Native app serving 2M+ language learners across iOS/Android/Web.

### Product Contributions:

- Delivered 40+ major features with focus on cross-platform consistency
- Provided input on UX flows, feature scope trade-offs, technical risk assessment, edge case handling
- Applied behavioral science principles to wellness modules → measurable retention/engagement improvements
- Proactively identified and solved user pain points beyond implementation specs
- Collaborated with product team on feature prioritization and release planning

### Manager Feedback:

"High-impact builder. Self-taught and consistently a top performer. Ships stable, thoughtful features. Cares deeply about UX and isn't afraid to flag when complexity outweighs value. Go-to for critical initiatives." – Piyawasin Pikror-ngarn, Tech Lead

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## Web Developer (Freelance)

**Self-Employed** | May 2022 – Present

Built and shipped multiple web applications and browser extensions:

- Vue.js text analysis tool ([somanyc.ch](#))
- React productivity app ([should.today](#))
- Browser extension ([rewards.app](#)) – 1,000+ active users, Google-featured (currently not maintained)

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## Skills

## Product Management

Product Strategy • 0→1 Product Launch • User Research • Feature Prioritization • Product Roadmapping • A/B Testing • User Retention • Conversion Optimization • Go-to-Market Strategy • App Store Optimization • Monetization Strategy • Product Metrics & Analytics • Freemium Models • PMF Validation

## Technical

React Native • React • Next.js 14+ • TypeScript • JavaScript ES6+ • iOS Development • Android Development • Mobile Product Development • AI/ML Integration • Git • Node.js • Redux • Zustand • Jotai • Performance Optimization • CI/CD

## Design & UX

Figma • User-Centered Design • Information Architecture • Mobile UX Patterns • Wireframing • Prototyping

## Soft Skills

Cross-Functional Collaboration • Stakeholder Communication • Data-Driven Decision Making • Remote Team Leadership • Psychology-Informed Product Design • Technical Risk Assessment • Scope Management

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## Education

### Master's Degree, Psychology

*L. S. Vygotsky Institute*

Applied psychology insights to digital product design, user behavior analysis, and behavior change mechanics.

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## Languages

- **English** – Fluent
  - **Russian** – Native
  - **Thai** – Learning
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## Why Me for PM?

- 1. Proven 0→1 Execution:** I don't just talk about product—I've built, shipped, and validated products from scratch. I know what it takes to go from idea to App Store to paying customers.
- 2. Technical Depth Rare in PMs:** I understand technical constraints and communicate effectively with engineers. I've shipped 100+ features at scale and built products solo—I know where complexity lives.
- 3. Psychology-Backed User Empathy:** My psychology background and natural EQ informs every product decision. I understand cognitive biases, behavior change, and what makes users stick around

(proven by 7% conversion and viral launches).

**4. Metrics-Driven, Not Gut-Driven:** Every decision is backed by data. I track conversion rates, LTV, retention curves, viral coefficients—and I iterate based on what the numbers tell me.

**5. Full-Stack Product Ownership:** I've done it all: market research, competitive analysis, user personas, wireframes, development, pricing strategy, ASO, viral marketing, retention optimization. I know how every piece connects.

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## Portfolio & References

- **Intro Video:** [YouTube](#)
- **Website:** [sanderbell.dev](#)
- **Live Products:** [Esse](#) | [One at a Time](#)

References available upon request.