

Sander Bell

Product Manager · Mobile Product Leader · Technical PM

✉ thesanderbell@gmail.com 🔗 sanderbell.dev 🔗 [LinkedIn](#)

KEY PRODUCT METRICS

- **Execution:** Shipped **2 apps** solo from concept to App Store (Esse, One at a Time).
- **Growth:** Achieved **5,700+ installs** and **\$200+ rev** in weeks with **\$0 marketing spend**.
- **Monetization:** Optimized pricing strategy to hit **7% freemium conversion** (vs. 2–5% industry avg).
- **Scale:** Scoped and delivered features serving **2 Million+ users** in a cross-functional team.

WORK EXPERIENCE

Founder & Product Lead

100k31d LLC | Jan 2025 – Present

Solo-founded and shipped wellness tech products (Esse, One at a Time), owning the full product lifecycle from ideation to revenue.

- **Product Strategy & Launch:** Validated PMF through organic channels, achieving a **#3 ranking** in the App Store (Paid Productivity) and viral posts on Reddit.
- **Monetization Design:** Designed and implemented a 4-tier subscription model based on behavioral psychology anchors, resulting in high-value Lifetime (LTV) conversions.
- **Technical Execution:** Built high-fidelity mobile apps using **React Native**, managing the complete release pipeline.
- **User Research:** Applied psychology-backed insights to create "habit-forming" UX mechanics, utilizing haptics and animations to drive retention.

Product Engineer (React/Next.js)

Ling App | Dec 2023 – Nov 2025

Served as a product-aware developer for a language learning platform with 2M+ users, bridging the gap between design, product strategy, and engineering execution.

- **Feature Delivery:** Co-led scoping and delivery of **40+ major features**, consistently balancing technical debt with user value.
- **Product Thinking:** Proactively identified UX friction points in specs, influencing roadmap decisions to reduce churn and improve flow consistency across iOS/Android.
- **Behavioral Design:** Collaborated with product teams to integrate wellness/engagement modules grounded in behavioral science, driving measurable improvements in user retention.
- **Cross-Functional Leadership:** Recognized by leadership for a "user-centered approach" and ability to communicate technical risks to non-technical stakeholders.

Web Developer

Freelance | May 2022 – Dec 2023

- **Browser Extension Growth:** Developed and launched *Rewords*, growing it to **1,000+ active users** and earning a "Featured" badge on the Chrome Web Store.
- **Rapid Prototyping:** Built and deployed web apps using Vue.js and React, focusing on speed-to-market and core feature validation.

Editorial Team Lead

Various media organizations | Feb 2008 – May 2022

- **Leadership:** Built and managed cross-functional teams of copywriters and editors, defining editorial roadmaps.
- **Entrepreneurship:** Co-founded independent online media, achieving rapid audience growth via organic strategy.
- **Communication:** Developed communication strategies and secured editorial placements (PR/Brand).

EDUCATION

Master's Degree, Psychology *L. S. Vygotsky Institute*

- **Specialization:** Applied psychology insights to digital product design, user behavior analysis, and behavior change mechanics.

Google Project Management Course *Google (Coursera)*

- Comprehensive training in Agile, Scrum, risk management, and strategic alignment.

Google Analytics Certification (GA4) *Google*

- Advanced proficiency in user behavior tracking, funnel analysis, and conversion optimization.

SKILLS

- **Product Management:** 0→1 Launch, Roadmap Strategy, A/B Testing, Unit Economics (CAC/LTV), App Store Optimization (ASO), User Research, Agile/Scrum.
- **Technical Stack:** React Native, Next.js, TypeScript, AI/LLM Integration, Git, Node.js, SQL basics.
- **Leadership:** Stakeholder Management, Team Leadership, Crisis Communication
- **Design & Tools:** Figma, Wireframing, Jira, Linear, Amplitude/Mixpanel (Analytics).
- **Languages:** English (Fluent), Russian (Native), Thai (Learning).