

# Sergey Kan

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## WORK EXPERIENCE

Jan 2022 – Present	<b>Product Manager, Leroy Merlin</b> <b>Company profile:</b> one of the biggest DIY-retailers in Europe, top-1 DIY retailer in Russia <b>Team profile:</b> pre-checkout part of leroymerlin.ru online store (e-commerce) <b>Position summary:</b> led a product area team of 3 developers and 1 QA-engineer  <b>Product</b> <ul style="list-style-type: none"><li>Increased revenue of the "storage" category by 7% and AOV by 15% by implementation of a new product choice process on the website</li><li>Improved price index by 5% and increased conversion rate (add to cart - by 16.7%, purchase - by 5.5%) by implementation "old-new" price visualization on the website (it was also a prerequisite for the mobile app changes)</li><li>Increased SEO traffic by 1 mln sessions/month by adding templates for suppliers and paid promo-blocks</li></ul> <b>Strategy</b> <ul style="list-style-type: none"><li>Developed an end-to-end CJM for B2B and professional clients (online&amp;offline)</li><li>Developed a product strategy for "storage" and "kitchen" categories to increase online sales</li></ul> <b>Operations</b> <ul style="list-style-type: none"><li>Decreased team TTM by 20% by implementation of a new feature decomposition and estimation framework</li><li>Implemented a continuous product discovery process in several product teams, aligned discovery parts of the website and the mobile application teams</li></ul>
Mar 2021 – Dec 2021	<b>Business Analyst, Leroy Merlin</b>  <b>Product</b> <ul style="list-style-type: none"><li>Increased APDEX by 50% by transferring website components from AEM to React (prioritization, customer development, redesign, implementation &amp; release)</li></ul> <b>Operations</b> <ul style="list-style-type: none"><li>Led the feature team of 2 developers, led the process of features implementation, collected requirements, wrote SRS</li><li>Performed team activities: planning, PBRs, daily scrums etc</li></ul>
Apr 2018 – Feb 2021	<b>Fullstack web-developer, Leroy Merlin</b>  <b>Release management   API management</b> <ul style="list-style-type: none"><li>Developed a release management system for collecting and tracking deployment data of 100+ integrated services (React.js + Node.js/Express.js)</li><li>Developed REST endpoints for a backend-for-frontend platform "Platformeco" (Node.js)</li><li>Developed an authorization/authentication process for the inner development portal for publication and management of APIs</li></ul>
Apr 2017 – Apr 2018	<b>Intern Analyst, Accenture</b>  <b>Development:</b> developed a "log collector" system to collect automated tests results data and display it on a dashboard (JS/jQuery)  <b>Analytics:</b> integrated the document storage and image storage systems of French and Russian business units  <b>Testing:</b> cross-browser testing (Selenium WebDriver), automated testing (Puppeteer)

## EDUCATION

Sep 2014 – Jun 2018	<b>Bachelor, National Research University "Higher School of Economics"</b> Software Engineering, Faculty of Computer Science, GPA – 4.2
Jan 2022 – Apr 2022	<b>GoPractice</b> Data driven product management simulator

## SKILLS

**Languages:** Russian – native, English – B2  
**Product:** product discovery, customer development, A/B testing, backlog prioritization, project management  
**Fullstack web-development:** React.js, Node.js, Express.js, MongoDB