Vito Umano

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Professional summary

Software product development manager with 10 years of experience in IT. Built data management systems that informed key product decisions and contributed to a 30% conversion increase in the mobile app. Hired and managed a team, organized workflows, and developed an HR document management system TechHR (SaaS). Developed a BPM system for the project finance process, which reduced the processing time of the lending process by 10 times. Launched and maintained banks' co-brand products (debit&credit cards) used by over 500,000 customers

Skills: Product Strategy, Product Architecture & Design, Product Development, Business Process Management, Customer Journey Mapping (CJM), Funnel Analysis, A/B Testing, Statistical Analysis, Predictive Modeling, NLP & LLM Applications, Voice-to-Text Automation, CRM Integration

Tools: *Project&product management*: Jira, Miro, Figma, Excel; *Databases*: PostgreSQL, MySQL, BigQuery; *Product analysis*: Firebase, GA4, AppsFlyer, Amplitude; *BI:* Tableau, PowerBI; *Testing & API:* Postman; *LLM / NLP*: BERT (DeepPavlov), Sentence Embeddings, OpenAI Whisper, Text Classification, Voice Transcription

Stack: SQL, python (Pandas, NumPy, Plotly, seaborn, tensorflow, Scipy, Retentioneering)

Methodologies: Agile: Scrum, Kanban; Waterfall

Work experience

Lead Product Analyst   12/2022 - 12/2024
HT.KZ, Almaty, Kazakhstan
TOP-1 tour agent in Kazakhstan

- Increased mobile app sales conversion by **30%** through funnel analysis, identifying bottlenecks and testing hypotheses on historical data
- Designed, launched, and analyzed **~30 A/B tests** to optimize user experience and conversion
- Implemented scalable **data management processes**, including annotation pipelines and dashboarding
- Conducted **~50 ad-hoc analyses** to support product and marketing decision-making
- Mapped **user journeys** (clickstream-based graphs) to identify improvement opportunities
- Built a **predictive model** for purchase probability based on user behavior
- Developed an **NLP system** to classify customer messages by **sentiment and request type** using fine-tuned **BERT**
- Built and integrated a **voice message transcription system** using **OpenAI Whisper**, enabling automatic processing within CRM workflows

Product Analyst (CJM project)   06/2022 - 11/2022
DDL, Belgrade, Serbia
A product consulting boutique

- Conducted **cross-platform funnel analysis** to evaluate user behavior and optimize conversion across mobile and web
- Mapped the **user journey** and identified bottlenecks, highlighting friction points and UX improvement areas
- Generated and validated **data-driven product hypotheses** to support feature development and UX decisions

Founder   07/2021 - 03/2022
TechHR, Moscow, Russia
An HR document management system for SMBs

- Discovered a growing market opportunity in HR automation for SMBs through user and competitor research
- Created the product strategy and roadmap; recruited and led a cross-functional team of 7 (backend, frontend, design)
- Delivered the MVP in under 4 months and launched early user testing with positive initial feedback
- Project was discontinued at the early go-to-market stage due to geopolitical disruptions

Product management consultant   11/2020 - 06/2021
RoomBooking, Barnaul, Russia
A property management application for hotels/landlords/hosts (10k+ installs)

- Advised the team on product growth and monetization strategy
- Designed unit economics and implemented a subscription-based business model
- Created a product roadmap and helped improve user engagement and retention

Lead Business Analyst   10/2019 - 10/2020
Bank Dom.rf, Moscow, Russia

TOP-3 bank in mortgage and project financing in Russia
- Led the digital transformation of the project financing process, increasing application processing speed by **3×**
- Standardized and digitized the loan application process for construction companies
- Automated financial reporting workflows and integrated a chat feature into the application broker
- Developed integrations between the broker and internal systems (scoring, CRM, databases), as well as external government APIs
- Built an automated monitoring system that cut the time needed to supervise each project by **70%**
- Built a system to collect and process data from **webcams on construction sites**
- Implemented **red flag detection** based on deviations from construction schedules, financial data, and photo analysis

Product Owner   **04/2019 - 09/2019**
T1 Consulting (T1 group), Moscow, Russia
TOP-10 Russian IT company specializes in product development and digital platform engineering
- Initiated and led the development of an internal **MVP**: a performance monitoring system for IT infrastructure and employee activity tracking
- Defined **core product features**, created the **strategy and roadmap**, and secured stakeholder alignment
- Managed a **cross-functional team of 15** (developers, QA, designer, analyst)
- Supervised **product design, architecture, backlog grooming**, and delivery planning
- Conducted a **pre-sale demo** for one of the largest logistics companies in Russia
- Delivered a fully functional MVP and prepared it for pilot implementation

Business analyst   **04/2017 - 09/2018**
Tinkoff Bank, Moscow, Russia
TOP-3 largest bank in Russia, an online ecosystem of financial and lifestyle services for over 40 million clients.
- Designed and launched a new in-person credit card distribution process in malls and stores
  → Increased conversion to first purchase by **30%**, reduced time to receive a card from 1 day to 20 minutes
- Managed **10+ co-branded card products**, attracting over **500,000 active customers**

BI Consultant   **12/2015 - 10/2016**
GMSC, Moscow, Russia
An IT company specializes in business applications implementation and software development
- Implemented budgeting systems for **X5 Retail Group** and **Ammoni** plant using **IBM Cognos**
- Developed a revenue forecasting model with **98% accuracy**, improving financial planning reliability

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EDUCATION
BS&MS, Applied Math and Physics   **09/2008 - 08/2014**
Moscow Institute of Physics and Technology, Moscow, Russia