

# Alexander

## Product manager and UI/UX designer

I have 15 years of experience as a product manager and designer in fast-growing companies. I specialize in rapid hypothesis testing. My responsibilities include market research, data analysis, strategic planning, designing and building MVPs, creating marketing and sales funnels, establishing customer relationships, as well as releasing the final product.

I managed a team of 90+ employees, launched products in different markets, raised funds, and pitched ideas to YCombinator during the last couple of years. Getting things done is my best skill, according to 360° feedback from colleagues.


## PROFESSIONAL EXPERIENCE

**Head of international products** 06.2017 – 03.2022  
at 

- Formed teams and launched new profitable products for different markets. Implemented a culture of data analysis and testing.
- Oversaw 5 units with more than 90 employees and 70 products.
- Developed a 1-year product strategy for 200% growth in the US market.

**Head of product design** 11.2013 – 06.2017  
at 

- Designed and launched a series of LMS and educational products that made the business profitable in the first year.
- Developed and pitched marketing materials for sales and investors.
- Hired and managed a team of 20+ designers and researchers.

**Product manager and lead UI designer** 03.2011 – 11.2013  
at 

- Conducted customer and market research to define product requirements for a new custom in-house ad analytics system.
- Managed product backlog and set sprint goals for 8 developers.
- Developed a 1-year marketing product strategy.

**Product manager and UX designer** 05.2009 – 03.2011  
at 

- Led the development of a platform for holding the first cyber games championships on Xbox consoles in Russia.
- Completed 10 major public tests for that product and documented it.
- Suggested improvement recommendations based on a qualitative assessment of participants' feedback.


## EDUCATION

**Business Administration and management** 09.2008 – 06.2013  
*Moscow Humanitarian Institute named after E.R. Dashkova*

The program focused on strategic analysis, finance, and management.

## DETAILS

Moscow, Russia

+7 (916) 

[LinkedIn](#) 

## AREAS OF EXPERTISE

- Product launching,
- Testing hypothesis,
- Creating MVP,
- Developing business strategies,
- Product & market research,
- Data analysis & reports,
- Product development,
- Project management,
- Leadership & mentoring,
- Pitching ideas,
- Hiring employees,
- UI/UX design,
- Prototyping,
- Lead generation,
- Product-market fit,
- Performance & email marketing,
- Communications & PR

## LANGUAGES

Russian (Native)

English (Fluent)

## TECHNICAL SKILLS

**Management:** Notion, Trello

**Design:** Photoshop, Figma, Sketch, Illustrator, Tilda

**Code:** HTML, JavaScript, CSS, Docker, Git

## INTERESTS

Cycling, Business literature, Extreme sports, Mentoring, Public speaking (~30 speeches and presentations given)