

Over 12 years of experience in IT and online sector | Skills: from strategy to execution | Managed cross-functional teams within startups and large companies | Launched over 10 apps for various platforms with over 2M total downloads | Projects featured by TechCrunch, Verge, The Next Web, Monocle, Financial Times and many others | Presented at TechCrunch Disrupt and got into Y Combinator W15 | Hyper Island Alumni

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**EXPERIENCE****Head of Consumer Products & Design, Homebell****April 2016 - Present**

Homebell – Berlin-based startup launched in late 2015, currently operating in Germany, Netherlands and US. Homebell is focussing on home improvement industry, providing its customers guaranteed high quality services carried out by craftsmen from own network.

- Owning product vision and roadmap for Consumer, Marketing and Sales product divisions.
  - Defining company goals and priorities as part of the executive team.
  - Hiring, training and leading multinational teams of Designers and Jr. Product Managers.
  - Managing a remote development team: 10 BE/FE/QA Engineers.
  - Working in close collaboration with Marketing, Business Development, Sales, Operations and Pricing teams.
  - Defining Brand platform and customer personas.
  - Ensuring consistent visual identity across different media.
  - Redesigned and relaunched the website.
  - Launched a planning tool that allows customers to plan and get an accurate offer for their renovation projects online without talking to a Sales agent.
  - Launched an internal tool for Sales that significantly reduced planning and offer creation time.
  - Launched multiple marketing landing pages and increased conversion rate by 220%. Continuously working with Marketing team on improvements.
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**Head of Product, Bonativo****June 2015 - April 2016**

Bonativo – Berlin-based online food market that was bringing seasonal handpicked and handcrafted products from local producers to customers' doorsteps in Berlin, Hamburg, London and Amsterdam.

- Defined product roadmap, set priorities aligned with company's vision and business model.
- Managed outsourced teams: BE/FE developers, QA engineers, designers and SEO specialists.
- Defined key product metrics and compiled weekly reports.
- Collaborated with Operations, Supply, Marketing, Business Development and Business Intelligence teams on daily basis.
- Communicated with end-users, conducting user-research, surveys and polls.
- Integrated and set up marketing and user-research tools.
- Launched subscription model, supported expansion to new regions, integrated new payment methods, improved website experience by implementing multiple new features.
- Implemented new internal tools for Operations and Supply teams to increase their efficiency.
- Presented Bonativo at Tech and Hiring events.

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**EXPERIENCE****COO & Product Lead, Luka.ai****May 2011 - July 2012**

Luka is an AI-powered messaging service that makes restaurant recommendations based on users preferences in natural language. A TechCrunch Startup Battlefield participant and Y Combinator W14 company.

- Defined company strategy and product roadmap.
- Developed launch strategy, planned releases and overviewed execution.
- Managed a multidisciplinary team of 18 employees: editors, backend (Scala) and iOS developers, ML/NLP engineers (Python) and design team.
- Acquired and analyzed data using MongoDB, Google Analytics and other tools.
- Communicated with end-users, conducted user-research.
- Worked closely with an external PR agency based in SF, USA.
- Presented to investors and press.
- Presented Luka (IO) at TechCrunch Disrupt Battlefield in London.
- Launched beta in Moscow with over 1000 subscriptions within a day.
- Launched beta in New York with the media coverage by TechCrunch and The Next Web.

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**CEO & Co-Founder, Closer****April 2008 - July 2009**

Closer – a matchmaking app for iPhone. Closer helped meeting new people through friends and notified if matches were close to each other, making the connection trustworthy and playful at the same time.

- Owned product vision and development.
- Development: worked with an outsourced team of BE, FE and iOS developers.
- Interaction design: created wireframes and designs for new features and releases.
- Marketing and PR: defined launch strategy, key markets, set up Facebook ads and worked with a PR agency on press releases and articles.

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**Product Manager, Afisha Digital****May 2011 - July 2012**

Afisha is Russia's leading city guide service and lifestyle media that provides editorial content, user reviews, event schedules and venue listings in over a hundred of Russian and Ukrainian cities.

- Implemented major improvements of Afisha's website (6 million monthly unique visitors). For example, reworked recommendation engine and algorithms to provide more relevant and custom-tailored recommendations
- Developed Afisha's mobile applications: iPhone, iPad, Android, Windows Phone and Windows 8 with over 2 million downloads total.
- Launched award-winning new products and editorial projects.
- Integrated in-house ticket reservation service across all platforms.
- Managed several teams of designers and developers, worked in close collaboration with Sales, Marketing and Chief Editors.
- Worked directly with key partners (Facebook, Microsoft, Google, Nokia etc).
- Planned quarterly and reported monthly to the top management.

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**EXPERIENCE****Deputy Director of Digital Projects, Expert Group****April 2008 - July 2009**

Expert Group is Russia's It includes weekly business magazine *Expert*, current affairs magazine *Russkiy Reporter*, a TV channel – Expert and a variety of regional press.

- Project and product management. Created general strategy of development.
- Managed a team of 50 employees: editorial staff, designers, developers, marketing.
- Supervised marketing activities.
- Defined general strategy, led marketing and product development of the cinema-related UGC service – ilovecinema.ru.
- Defined concept and launched an online website for newly launched magazine *Russkiy Reporter* with its own editorial staff.
- Acting Director of Internet-projects (February 2009 - July 2009).

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**Director of Photo Department, Expert Online****September 2006 - July 2009****Director of Photo Department, Gazeta.ru****September 2004 - April 2006****Photo Editor, Mosnews.com****March 2004 - September 2004****News Editor, mn.ru****October 2003 - March 2004****Chief Editor, rodsobr.ru****October 2003 - January 2004**

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**OTHER PROJECTS**

- In 2016 participated and led teams in hackathons for EY on future of mobility and IoT.
- In 2015 created concept and managed implementation of a new website for Gorky Park, Moscow's most popular cultural and recreational space.
- In 2015 consulted Konsierge, a traditional concierge service, official partner of Quintessentially, that was making its transition into a digital-based service.
- In 2012 launched Bribr, a service that anonymously collects data about bribes in Russia and pulls together in an online report. Featured by well-known worldwide media.
- In 2009 volunteered at Copenhagen Klimaforum.
- In 2006 initiated and managed a partner project of Pomogi.org Charity Foundation and online mass media Gazeta.ru on building a playground in an orphanage in Tula Region.

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**EDUCATION**

Interactive Art Director Program, Hyper Island, Stockholm, Sweden

2012 - 2013

Slavic-Anglo-American-School "Marina", Moscow, Russia

1998 - 2000

Schule Schloss Salem, Germany

1997 - 1998

Slavic-Anglo-American-School "Marina", Moscow, Russia

1991 - 1997

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**TECHNICAL SKILLS**

Google Analytics, MongoDB, HTML+CSS, Sketch, Adobe Suite, Keynote