



Ihor Semyzhenko

- R&D & zero-coding enthusiast. CustDev as a habit. Managing products, not people.
- Building products for 7+ years: FinTech, Blockchain, HR-Tech; B2B, B2C; SaaS, Enterprise, Mobile.
- Product consulting. Career coaching. Experienced in markets of the USA, Europe, Baltic, CIS, Caucasus.

Product Manager

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SKILLS

- Product Vision > Strategy > Roadmap > Backlog > Specs
- Product design & development. Solution architecture
- R&D, CustDev, hypothesis validation. 0-coding & MVP prototyping. Market & compet., research, user interviews
- Team leadership: 4 PdMs; 2 Development + 1 Design teams
- Diagrams, scenarios; job & user stories, use cases, specs
- Marketing: outbound & inbound (almost all domains)
- Engagement, retention: onboarding, drip campaigns, etc.
- Design curation: identity, UI, visual materials
- UX and prototyping: LucidChart, Axure, Figma, Invision
- Analytics: Amplitude, G. Analytics, Mixpanel, Tableau, PowerBI
- Fin. & revenue planning, monetization. Budget optimization
- Sales infrastructure, funnels, validation, lead scoring, demos
- Excellent communication & presentation skills
- Languages: fluent English; native Ukrainian and Russian

EXPERIENCE & ACHIEVEMENTS

Product management consulting @ Freelance

Jun 2019 – Present

- Family E-commerce business (US & EU): website, identity, analytics. Etsy & Amazon promotion, Ad campaigns, keywords, etc.
- R&D contract (US): research, CustDev, new hypotheses validation, prototyping. Niches: transactional emails, passion economy.
- [Pozotron.com](#) (US): Value proposition, land page, sales materials, marketing channels, CustDev.
- Online bank, NDA (EU, FinTech, B2B). Feature design: Referral program, Report builder, User management, Profile & settings.

Head of Product @ [Ambisafe](#) (FinTech, Blockchain | B2B | SaaS, Enterprise, Mobile)

Mar 2018 – Jun 2019

- Headed the Product team (3 PdMs + Design team): quart. plans & KPIs, hiring, coaching, operations, analytics, problem-solving, etc.
- Prod. strategy, roadmaps, prioritization (30 products). Company repositioning, prod. reorganization; sales docs & website updates.

Product Manager

- Built from scratch: [Console](#) (like AWS one), CryptoWallet mobile app (custom dev.), [Landemic.io](#) (custom dev.)
- [Whitelabel tokensale platform](#): +28% funnel conversions; \$64,616,205 funds collected. [AmbiVault](#): +119% funds stored, +40% new clients. [Orderbook.io](#): +137% conversion rate (order placed). Product vision, roadmaps, versioning, spec. design.
- Solution architecture, CustDev, competitor research, drip campaigns, tech docs, instructions & help center writing, demos, etc.

Product Manager @ [CleverStaff](#) (Recruitment software | B2B | SaaS, Enterprise)

Aug 2016 – Jan 2018

- Vision, strategy, product development >> MRR growth: 3,5x with 6% yearly churn. Managed 18 team members (hired 40% of them).
- Managed the development, UX, UI, support, analytics, research. Investors pitching. Set up the marketing & sales infrastructure: 4x free, 2.75x paid accounts/month; 10% >> 40% foreign user share.
- Built: new website, drip campaigns, positioning, onboarding, Pt. localization, SEO/SEM, guerrilla marketing, referral, pipelines.

Product Manager @ [Brainware](#) | Product Marketer @ [Adility](#) (Group of IT companies | B2B)

Jun 2015 – Jun 2016

- Helped launch [Apiware](#), [Leadware](#), [Helpware](#), [Armatic](#) products. Reanimated [Reward / Connect](#). Dev., Sales, Mark., Des. coordination.
- Built 3 websites, 5 blogs, 2 drip campaigns, positioning, onboarding, SEO/SEM, lead scoring, cold outreach campaigns, etc.

MBA Strategy (International educational holding)

May 2013 – Jun 2015

Head of Marketing @ [GoIT](#) (IT education | B2B, B2C)

- Led the company to TOP-1 IT education (Kyiv) in 6 months. Launched 7 products in 8 months. Built Marketing dpt. from scratch.

International Marketing Manager @ [MBA25](#) (Business education / Admissions consulting | B2B, B2C)

- Led the product to 7 new markets: Kazakhstan, Armenia, Romania, Slovakia, Latvia, Estonia, Lithuania.

Marketing manager @ [MBA Strategy](#) & [ZNOUA](#) (Test preparation | B2C): Launched the ZNOUA project on the Kyiv market.

Creative copywriter @ [S PRODUCCION](#) / [MONAMLADY](#) (Adv. Agency, freelance)

Aug 2014 – Mar 2015

Account manager for Communications @ [AIESEC](#) (International NGO)

Nov 2012 – Jun 2013

EDUCATION

Master's degree in International Economics | [USUFIT](#)

Sep 2008 – Jun 2013

Dozens of courses, workshops, books, and articles.