

YANA KUZMINA

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- Consumer Product manager with 7+ years of experience in mobile products
- Created, launched and managed apps with 5M+ daily active users
- Personal passion for creating delightful user experience with data-driven approach
- Efficient with the MVP in Agile & Scrum development
- Advanced user and market research researches skills
- Proficient in data-analysis: Google Analytics, MySQL, Excel, Amplitude, Mixpanel, KISSmetrics
- Skilled in UX/UI design: Sketch, Balsamiq, Invision, Pixate
- HTML, CSS, jQuery, Swift, Wordpress, JIRA
- Legally authorized to work in the USA

EXPERIENCE

Yandex

Yandex is a Russian company, one of the largest internet companies in Europe with 50 million daily users.

Moscow, Russia
06/2013 – 11/2016

Senior Product Manager

- Scoped, designed, and launched the first version of Yandex Browser on iOS in 4 months
- Grew that product from 300k to 5 Million active users (both iOS&Android), focusing on user retention, A/B testing, and experiments
- Increased user retention by 6% and engagement by 50% by integrating a content recommendation feed
- Improved AppStore rating from 3.5* to 4.5* by creating and launching review system which led to increasing a 10% increase in user acquisition
- Led 9 user researchers with more than 80 participants, including focus groups, customer development, usability, and UX tests
- Developed and maintained product roadmaps and marketing plans based on data from user research, competitive & industry analysis, and data analysis
- Incorporated feature ideas by identifying product requirements, writing detailed user stories (specs), collaborating with UX designers and engineers, support launch, and post-launch optimizations
- Worked closely with data-scientist to analyze key results
- Effectively collaborated with a team of 150 people including: UX designers, iOS team, Android team, data-scientists, and QA team

i-Free

i-Free Group is an incubator with more than 20 tech start-ups focusing on mobile technology.

St. Petersburg, Russia
12/2010 – 06/2013

Product Manager

- Launched 2 mobile products (iOS&Android) from scratch
- Identified key product metrics and created products dashboard, aggregating data from Google Analytics, Flurry, MixPanel
- Created and launched a profitable monetization model for multiple apps
- Defined feature scope for releases, while developing roadmap and maintaining the product backlog in JIRA, using Kano analysis for prioritizing
- Successfully led a team of 5 people through an investment committee (senior level executives) with a new product concept

Korus Consulting

IT consulting company for top 30 retail companies in Russia.

St. Petersburg, Russia
02/2008 – 12/2010

Product Manager

- Integrated web-analytics to track user behavior and evaluate key results
- Increased engagement by 30% via website redesign based on customer development research
- Developed market research to enhance core positioning and messaging of the product

EDUCATION

SAINT-PETERSBURG STATE UNIVERSITY OF ECONOMICS

Masters degree in Marketing

Saint-Petersburg, Ru
2008-2010

SAINT-PETERSBURG STATE UNIVERSITY

Bachelor of Psychology

Saint-Petersburg, Ru
2002-2007

PWC Project Management course

Saint-Petersburg, Ru, 2010

i-Free Product Management Academy course

Saint-Petersburg, Ru, 2012

Web Development Bootcamp

Moscow, Ru, 2014