

Lydia Khashina
Product Manager | Product Owner

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An accomplished product manager with 9+ years of experience developing technology products, proficient in delivering innovative enterprise solutions. Demonstrated expertise in leading cross-functional teams and effectively aligning product strategies with organisational objectives.

AREAS OF EXPERTISE

- **Analytics:** Amplitude | Mixpanel | Google Analytics | Tableau | Power BI | SQL | Python | ML
- **Strategy:** Go-To-Market | Unit Economy | Market Research | Customer Development | Hypothesis Testing | Jobs-to-be-Done
- **Agile & Scrum:** Sprint Planning | Backlog Management | Jira | Asana | Azure DevOps
- **UX/UI:** Figma | Adobe Cloud | CJM | Wireframing | Prototyping | A/B Testing

WORK EXPERIENCE

Professional Break
MBA Degree

London, UK
Jan 2024 – Jan 2025

B-I-G.PRO
Product Manager – Web & Mobile (B2C, B2B)

Nevada, USA
Jul 2021 – Sep 2023

A fintech company with offices in the USA, Singapore, and Estonia, offering blockchain services.

- **Owned the roadmap for a critical customer journey:** Led enhancements to an online banking platform, improving functionality and increasing customer satisfaction by **30%**.
- **Advised CTO and CEO on business development and strategy:** As a strategic consultant, identified new B2B opportunities with a potential revenue impact exceeding **\$300M**.
- **Defined strategy and impact metrics:** Established key performance indicators to measure team success, driving initiatives that improved user onboarding and retention rates by **20%**.
- **Prioritised feature development using insights:** Leveraged qualitative and quantitative data to identify high-impact opportunities, optimising ROI for all product initiatives and reducing time-to-market by **15%**.

Zyfra, LLC
Product Owner – SaaS (B2B)

Moscow, Russia
Mar 2019 – Apr 2021

AI/ML-based solutions in the Industrial AI sector.

- **Oversaw the mission and roadmap:** Delivered an ML predictive maintenance tool that contributed to a **25%** increase in company revenue within one year.
- **Collaborated cross-functionally:** Partnered with engineering, business, and sales teams to define and execute **20+** development requirements based on market trends and customer feedback, achieving adoption across **95%** of key B2B clients.
- **Streamlined product processes:** Established lean workflows that reduced time-to-market for new AI features by **30%**, allowing teams to pivot quickly in response to customer feedback.
- **Communicated strategy and performance:** Presented data-driven insights to stakeholders, resulting in alignment on product goals and securing a **20%** increase in budget for future product iterations.

OnlineLab, LLC
Product Owner (Co-founder) – Web & Mobile, PaaS (B2C, B2B)

Moscow, Russia
Apr 2014 – Dec 2018

Tech startup focused on infrastructural, mobile apps and web development solutions.

- **Headed the full lifecycle of a currency wallet iOS app:** Oversaw discovery, prototyping and launch of the MVP, achieving an acquisition by an overseas company.
- **Optimised user experience:** Partnered with design and engineering teams to reduce transaction processing time by **23%** and improve user retention rates by **15%**.
- **Reported KPIs and performance metrics:** Presented actionable insights to stakeholders, leading to a **25%** improvement in customer satisfaction and alignment with business goals across three product cycles.

- **Defined mission, strategy, and roadmap for PaaS:** Within 12 months, successfully launched the **Docker-based DevOps** platform partnering with **Microsoft Azure**, driving the acquisition of **50+ B2B** clients in the first year and establishing a scalable foundation for customer growth.

EDUCATION

University of Westminster <i>Master of Business Administration</i>	London, UK <i>Jan 2024 – Jan 2025</i>
Tambov State Technical University <i>MSc in Information Technology & Systems</i>	Russia <i>Oct 2018 – Nov 2020</i>

CERTIFICATIONS

IBM <i>Data Science Professional Certificate</i>	2024
Product School, USA <i>Product Manager Certification</i>	2023
University of Alberta, Canada <i>Software Product Management Specialization</i>	2019