Oleksandra Reznik - Product Manager

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Experience

Voypost   08/2023 - Current
Product Manager

- Conducted market research and competitive analysis to identify opportunities for product differentiation and growth.
- Gathered requirements, prioritized features, and created detailed product roadmaps.
- Managed product backlog, ensuring timely and effective execution of features and improvements.
- Guided Beta Launches and Public Launches for 2 mobile apps on both Apple and Android platforms.
- Used analytics tools such as Google Analytics, and Amplitude for data collection and interpretation.
- Executed analysis of product and business metrics (Engagement, Retention, Conversions) and their interconnections for assessing product performance.
- Led cross-functional stakeholder teams through all stages of product development until public launch (investors, operations, design, development, QA, marketing).

Head of Project Management Office   08/2022 - 08/2023

- Developed and implemented standardized processes, methodologies, and best practices across the project management office.
- Managed a team of 4 project managers, providing guidance, mentorship, and performance evaluations.
- Ensured consistent project delivery by monitoring KPIs, timelines, and budgets.

Project Manager   08/2021 - 08/2022

- Managed lifecycles and delivery of ~5 projects, from initial planning and resource allocation to final launch following Waterfall, Scrum and Kanban frameworks.
- Led cross-functional teams up to 20 people to deliver projects on time, within budget and business goals.
- Collaborated with stakeholders to define project scope, objectives, and deliverables, ensuring clear communication and expectations.
- Utilized project management tools to track progress, optimize workflows, and maintain transparency across teams (Monday, Notion, Amplitude, Timecamp, Airtable).

incomm.space
Project Manager   07/2020 - 06/2021

- Developed comprehensive business strategies from scratch, including mission, vision, and values.
- Created low-code websites with CMS control to enhance digital presence of business.
- Fulfilled creative writing for business oriented purposes, including press releases and content management on websites.
- Directed PR and communication efforts, engaging with digital press and securing media coverage.

Education

Uzhhorod National University   Uzhhorod, UA
Master's Degree in Germanic Languages and Literatures, EQF Level 7
December 2020

Skillset

- Product lifecycle management (from ideation to launch).
- Roadmap creation and prioritization.
- Backlog management (using Monday, Notion, Miro, Figma).
- Customer discovery and user research.
- Agile and Scrum methodologies.
- User stories.
- Feature prioritization frameworks (ICE).
- Experience with analytics tools (Google Analytics, Amplitude).
- Product analytics analysis and interpretation (metrics, funnel analysis).
- Leadership and team management.
- Problem-solving and critical thinking.
- Communication and storytelling (for presenting ideas to stakeholders).
- English (C1).
- German (B1).

Leadership & Activities

crowd.incomm.space   Uzhhorod, UA
Co-founder   07/2020 - 06/2021
- Led activities of the crowdfunding platform, covering projects' analysis, PR, presentations.
- Built and managed partnerships with key stakeholders, including investors and creators.
- https://crowd.incomm.space/

Perspektywy Women in Tech Summit   Warsaw, PL
Grant winner   06/2024
- Was selected as a grant recipient to attend the Summit based on a competitive evaluation process.
- https://womenintechsummit.pl/

Additional Education

IAMPM
IT Product Management Course
April 2024

IAMPM
IT Development Process Course
January 2024