

# Vahagn Karamyan

Product Manager · AI-Powered Platforms & Automation · Cross-Functional Delivery · 8+ Years in Product

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## PROFESSIONAL SUMMARY

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Product leader with 8+ years across product management, UX, and operations in SaaS, fintech, iGaming, and data-heavy platforms. Founded and shipped two products end to end, owning vision, strategy, roadmap, PRDs, backlog prioritization, and go-to-market. Hands-on with AI/ML-powered product development, automation pipelines, and monitoring dashboards. Translates business requirements into clear technical documentation and leads cross-functional teams (back-end, front-end, AI, design) from ideation through launch and post-launch iteration.

## CORE COMPETENCIES

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**Product Management:** PRDs, functional requirements, user stories, acceptance criteria, roadmap, product vision & strategy, backlog prioritization, product lifecycle management, KPI definition & tracking

**Project Coordination:** Agile/Scrum, sprint planning, risk assessment, dependency management, scheduling, stakeholder communication, leading cross-functional teams without formal authority

**Research & Analytics:** Market research, competitive analysis, customer interviews, data-driven product decisions, reporting dashboards, success metrics

**UI/UX Collaboration:** Wireframes, mockups, user flows, design systems, usability review, design-to-development handoff (former Senior Product Designer & Design Team Lead)

**Technical & AI:** AI/ML product concepts, LLM-based tools, workflow automation (n8n), CRM architecture (Bitrix24), API-based integrations, monitoring & analytics systems

## PROFESSIONAL EXPERIENCE

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**Chief Operating Officer** · Business Development Group

NOV 2025 – PRESENT

- Own product and operations strategy for a multi-program education company; aligned marketing, sales, admissions, and delivery into **one measurable pipeline with shared KPIs**.
- Drove development of **AI-powered products** (Resume Builder, Career Compass, education tools): wrote requirements, prioritized backlogs, and shipped incremental releases with defined acceptance criteria.
- Led implementation of a full **CRM and automation platform** (Bitrix24 + n8n): B2C/B2B pipelines, automated workflows, and real-time reporting dashboards serving as the company's operating and monitoring layer.
- Built **B2B and corporate training partnerships**, gathering stakeholder requirements and translating them into program scope, deliverables, and timelines.
- Coordinate cross-functional teams (design, engineering, marketing, sales) and report product and project status directly to leadership.

**Co-Founder & CEO** · Yourhero.me (SaaS, Delaware C-Corp)

OCT 2023 – PRESENT

- Founded an AI-assisted SaaS platform and own the **entire product lifecycle**: vision, strategy, roadmap, requirements, pricing (Free/Pro), go-to-market, and post-launch iteration.
- Shipped a focused MVP, tracking activation and retention metrics, and iterating based on data.
- Write PRDs, user stories, and acceptance criteria; manage prioritization and release scope directly with engineering.
- Conduct customer interviews and competitive analysis to define positioning and feature priorities.

**Founder & Product Lead** · imaci.am (Discovery Marketplace)

AUG 2022 – MAY 2024

- Built a multi-sided discovery platform from zero: defined product vision, information architecture, data model, and search/comparison experience.
- Ran market research and supply-side outreach; managed the roadmap from concept through launch and go-to-market.

**Senior UI/UX Designer** → **Design Team Lead** · HighWay CJSC (Fintech)

JAN 2023 – JUL 2025

- Led product design for banking platforms (Mobile Banking, Core Banking, Digital Lending); promoted to Team Lead within a year.
- Partnered daily with **product managers and engineers** to translate complex financial workflows and technical requirements into shippable, user-centered interfaces.
- Built and scaled a **design system** across multiple products and white-label, multi-tenant customizations, improving delivery speed and consistency.

**UI/UX Trainer & Mentor** · Business Development Group

AUG 2020 – JUN 2024

- Trained **300+ professionals** in product thinking, UX methods, and design systems; strong track record of explaining complex concepts to technical and non-technical audiences.

## · EARLIER EXPERIENCE

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**Product Designer** · Instigate Mobile — HR/job platform: UX research, product discovery, user journeys · JAN 2022 – JAN 2023

**Product Designer** · Arctx.co — web platforms, dashboards, admin panels in cross-functional teams · JUN 2021 – JAN 2022

**UX/UI Designer** → **Partner Team Lead** · Digitain — rebuilt team workflow; helped nearly double supported clients · NOV 2019 – JUN 2021

## · EDUCATION & CERTIFICATIONS

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**Yerevan State University** — Bachelor's Degree · 2010 – 2016

Design for the 21st Century (Don Norman) · UI Design Patterns · Storytelling Through Visual Design

## · LANGUAGES

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**Armenian** Native · **Russian** Full Professional · **English** Professional Working