

Karen Galstyan

Product Manager

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EXPERIENCE

Forgefiction inc.

Product Manager of Mythrill - Fantasy and sci-fi reading app – JULY 2022 – NOVEMBER 2023

As the first PM hire, I was responsible for owning product discovery and delivery, as well as data analytics end to end.

- Set up product development process from scratch that took the team from chaos to bi-weekly releases with measured outcomes
- Completed data analytics instrumentation, helped translate business goals to definite company KPIs
- Collaborated with marketing to create a seamless activation flow that increased activation rate **3x to 50%**
- Worked on leveraging AI (translation and text-to-speech) to provide daily new chapters for **1000+ readers**, resulting in **3X** increase in **retention** and **2X revenue**
- Created a web platform from scratch to allowed authors and editors to collaborate and publish content by themselves, **reducing time spent** on managing all that by **~80%**

Picsart Inc.

Product Manager – JAN 2020 – MAY 2022

As a Product manager, I was responsible for defining and driving the roadmap of several product teams, relying on qualitative and quantitative research.

- Improved the system of tagging and delivery of content that resulted in **5x increase of the user generated content** library
- Introduced new premium features that generated a **5% increase in revenue (~5M revenue impact)**
- Mentored new Associate PMs
- Conducted extensive testing and experimentation, including A/B testing, to optimize product performance and growth.
- Handed multiple partnerships with external stakeholders to ensure alignment and seamless product integration with Pinterest, Shutterstock and others.
- Helped form and communicate group goals, KPIs and progress across the company.

Associate Product Manager – JULY 2019– DEC 2019

As an APM, I worked in several teams within the company and delivered multiple improvements in editor, monetization and network effect products

- Managed documentation, product requirements, sprint planning, and design briefs to ensure successful product development and delivery.
- Performed competitive analysis and market research to inform strategy and individual features.
- Development of roadmap releases of new features.
- Conducted online and offline user interviews to generate and validate ideas.
- Dove deep into usage data to inform decisions.

Android Developer – MAY 2016 – JULY 2019

- Develop and maintain Android applications using Java, Kotlin, and Android SDK
- Collaborate with other developers, designers, and product managers in an agile team
- Monitor and improve application performance
- Develop and maintain documentation for Android applications
- Participate in code reviews and provide feedback to other developers

EDUCATION & TRAINING

American University of Armenia

Bachelor of Computer Science (BS CS) 2014 – 2018

Growth Series - Reforge SEP-OCT, 2022

UX workshop SEP 2019, *Picsart*

Become a Product Manager AUG 2019, *Udemy*

Java, Android FEB-MAY 2016, *Armenian code academy*

TOOLS

Documentation & Management: Jira, Asana, Trello, Confluence, Obsidian, Docs

Communication: Slack, Microsoft Teams

Roadmap: Roadmunk, Sheets

Design: MIRO, Figma, Adobe CC, Balsamiq.

Testing & Analytics: Google Analytics, Looker, BigQuery, Hotjar, UXcam

Customer feedback: SurveyMonkey, Typeform, Braze

Programming: SQL, git, Java, Kotlin, Android

SKILLS

- Prioritization
- Data analysis and interpretation
- Product development lifecycle management
- Product strategy and roadmap development
- Agile development methodologies
- Competitive analysis
- Adaptability and flexibility
- Strong communication abilities
- Ability to get things done
- Problem-solving and decision-making
- Customer-orientedness
- Active listening

LANGUAGES

English - advanced, **Russian** - advanced, **Spanish** - intermediate, **Armenian** - native

INTERESTS

Hiking, Skiing, Volleyball and sports in general

Technology

Board games and Tabletop RPGs,

Reading