



Mikhail Tsvik

Product Ninja

Once upon a time I decided that I wanted to build cool things that people would love and use. Since then, step by step, I have been working towards to this. All experience that I've had, have been targeted to this. Development, Data Science, Analytics, Management. Everything. I've learned a lot. Now I'm ready to do this and I'm passionate about every piece of it. And I'm happy that partly I already doing it.

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EXPERTISE

Product Management
Operations Management
Project/Program Management
Product Analytics
Business Analytics
Funnel Optimization

Marketing
UX
JTBD
Research
Scrum
Agile

Data Science
Machine Learning
Big Data
Metrics Architecture
Statistical Analysis
A/B testing

SQL
Tableau
Python
Spark
R
Java

EXPERIENCE

Product Analyst

04/2016 - Present

Wrike, <http://wrike.com>

Management:

- I do product management: leading and managing one of the three directions of our product team: setting goals (OKR), deliverables and metrics, building roadmap, managing backlog, aligning with product strategy, different business units and stakeholders.
- I manage all analytics activity in scope of our product direction. It include:
 - managing data engineering: team of 2 data engineers, setting tasks, planning, backlog management, review, etc.
 - managing product and business analytics: leading multiple (~5) complex cross-department concurrent projects, some of them are company wide projects.
- I do operations management: leading and managing cross-department projects/programs with several departments (marketing, sales and professional services) and aligning any changes, infrastructure, plans and vision of my product team with these business units.

Product analytics:

- I'm part of the product team which is working by scrum. Working very closely with PM we think a lot, direct the team, develop the vision of the product and the roadmap.
- I support the product team in many ways:
 - presenting results of the past iterations on sprint review to the team and stakeholders with conclusions, suggestions and main answers about how and what we should do in following iterations;
 - conducting A/B experiments with full analytics: reports, statistic significant validation and conclusions;
 - researching: new metrics and correlations that allow to measure effectiveness of product changes; possible product improvements based on new insights and knowledges; researching of our competitors;
 - prioritization of backlog and goals and focusing team (including PM) on business value of it;
 - bugs detection, validation and prioritization;
 - tracking and infrastructure specifications creation;
 - anything that helps team to deliver quality value (whatever it is).

General and business analytics:

- I work very closely with the marketing department (because of specificity of my product area which relates to trial experience and funnel optimization), analyzing their processes and KPIs.
- In cooperation with other analysts we worked on global product and business strategy and researches. For example:
 - I analyzed a big business release and made full final analysis, including product, marketing and financial analytics.
 - I participated in creation and implementation of JTBD-like framework for validation and estimation of product initiatives and for definition of global product strategy (on what we should focus on).

Data analytics:

- I had doing all data analytics and developed most part of data infrastructure that relates to my product area, before we hired dedicated data engineers:
 - ad-hoc analysis;
 - data source creation including data cleansing, transformation and automatization (ETL creation);
 - tracking logic and specifications.

Data Scientist Intern

07/2015 - 01/2016

Mail.Ru Group

Business Unit: Social Network "Odnoklassniki", <http://ok.ru>

— Conducted the research of factors affecting the conversion of users during their first session on the social network using the methods of big data, data mining, machine learning and statistical analysis.

— On the base of research suggested the innovations relating to interface of the social network and its functionality in order to increase the conversion of users. As a result some of them are using for now, there is also a factual increase of core indicators.

— Have been involved into an identifying cause-and-effect relationships, correlations and complex interconnections in user behavior.

Used technologies: Java, R, SQL, Spark, Scala, Hadoop.

Recommendation: <https://goo.gl/Pj2vJo>

R&D Intern

01/2015 - 04/2015

Dell EMC, <http://dell EMC.com>

— In cooperation with the engineer has developed a compression algorithm for a certain class of data which is based on the idea of deduplication and methods of data mining.

— Implemented the model of the algorithm described above and the server data structure for this algorithm on the Java.

Used technologies: Java.

Recommendation: <https://goo.gl/RCO3UL>

EDUCATION

Applied Mathematics and Computer Science

2012 - 2016

St. Petersburg National Research University of Information Technologies, Mechanics and Optics
Bachelor's degree

- Java
- Object-oriented programming
- Algorithms and data structures
- Data bases
- Mathematical statistics
- Probability theory
- Discrete mathematics, Linear algebra, Mathematical analysis, Differential calculus, etc.

Intelligent Technologies in Social Sciences: Management Information System

2016 - 2017 (dropped)

St. Petersburg National Research University of Information Technologies, Mechanics and Optics
Master's degree

- Project management
- Mathematical modeling in management
- Mathematical modeling and decision making theory
- Applied intellectual systems in social sciences
- System analysis and modeling of information processes
- Design of information systems
- Algorithms of machine learning, Management Information Systems, Intelligent analysis of web-data, etc.

OTHER

Certificate High Quality Award 15% from Changellenge Cup Technical 2015, case from SAP company. Was a team leader of 4 people.

Changellenge business-case federal championship

Certificate with honors (100%) course Data Analysis Using R (<https://goo.gl/T1Kt4L>)

Bioinformatics Institute, Stepic

English — Intermediate.