

TIMOTHY LOBIAK

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EXPERIENCE

Product Manager, Soula

Remote, EU, **03/2022 – 12/2022**

Steered a mental health startup from concept to launch, securing capital and exceeding investors' expectations and customer satisfaction metrics through diligent market research and user studies

- Conceptualized all A/B testing and data collection plans for mobile and web, identified and presented KPIs to access product rollouts, and introduced an improved development workflow with ClickUp and Figma, ultimately reducing release time by 40% and increasing the throughput of experiments.
- Conducted thorough market research, competitor analysis, and customer interviews to define product strategy, roadmap, and backlog; this resulted in an increased cash runway from 3 to 6 months and 30% better retention and conversion rates upon launch compared to the original prediction.
- Wrote product requirement documents, planned and coordinated agile sprints, and assisted team members with arising problems, enabling more collaboration, reducing meeting frequency in half, and saving 3+ hours a week for the team.
- Managed product development budget, prepared progress updates for stakeholders, and ensured punctual delivery of features.

Product Analyst, Freelance

Remote, EU, **10/2021 – 03/2022**

Contracted as a product and business analyst for 3 companies, significantly improving operational efficiency and revenues through data-driven decision-making

- Supervised a team of 5 (3 engineers, 2 designers) in changing the design and user flow for a logistics company customers' account web portal based on user behavior data, which led to an estimated 15% increase in shipping quote requests.
- Created a dashboard to monitor the performance of last-mile service providers for a transportation company, which helped to identify and fix delays at 2 cargo transfer locations, resulting in 20% quicker deliveries and improved customer satisfaction.
- Performed market research and led the implementation of a new donation processing solution for a social media platform, reducing maintenance costs by 40% and saving upwards of 10 hours of the team's time monthly.

Program Manager - Data Transformation, Uralchem Innovation

Remote, EU, **06/2020 – 09/2021**

Managed 6 distributed teams, implementing data-enabled industry 4.0 solutions at the parent company's facilities

- Collected and analyzed internal improvement ideas from over 500 on-site employees, subsequently consolidating and presenting information as 131 proposals, with 16 scheduled for implementation the following year.
- Pitched an idea of hosting an industrial accelerator to 150 employees and the shareholders; also, assumed responsibility for organizing the event, which resulted in 5 new partnerships with cumulative profit estimates of \$2 million.
- Developed a strategic plan by studying market trends, communicating with industry experts, and studying the available data from the factories; discovered and initiated 3 projects, which cumulatively improved the throughput of mining facilities by 4%, netting an extra \$1 million/year worth of produce.
- Collaborated with stakeholders and engineers to replace part of an outdated ERP with an Azure data lake, cutting data integration time by 50% and enabling the implementation of several advanced analytics and prediction systems.

Software Engineer, Line Break Studio

New York, USA, **06/2019 – 09/2019**

Designed and developed internal tools and mobile applications for clients

- Conceived and built a custom event collection tool for an augmented reality mobile application for kids, which permitted secure and compliant data collection and analytics.
- Streamlined development process for SwiftUI-based apps by designing reusable templates for common UI elements, resulting in 20-25% time savings.

EDUCATION

Master of Professional Studies (MPS) in Human-Computer Interaction (ITP), New York University

New York, USA, **2018 – 2020**

- Courses in Product Design, Design Research, Mobile Development and Network Interaction.

Bachelor of Engineering (BEng) in Mechatronics, Lancaster University

First Class Honors, Lancaster, UK, **2015 – 2018**

- Secured Frederic Barnes Waldron Award as the best graduating student in the department.
- Courses in Engineering Analysis, Engineering Management, and Business Development.

Self-directed courses: *Data-Driven Product Management by GoPractice, Certified Data Analyst in SQL by DataCamp, SQL for Data Analysis by LinkedIn Learning, Machine Learning by Stanford Online.*

SKILLS

SQL, Python, Git, Swift, Amplitude, Tableau, Sheets/Excel, statistical analysis, data engineering fundamentals, Figma