

Alan Tolubayev

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Product Executive with eight years of experience across eCommerce, FinTech, and Telco. Skilled in UX/UI, product strategy, and data-driven decision-making. Strong background in delivering complex products end-to-end and improving conversions through user-centered design. Specialized in simplifying complex systems into intuitive, high-conversion user experiences.

Key skills

- Product Design, UX/UI, Design Systems, User Flows, Prototyping
- Product Strategy, Feature Prioritization, Roadmapping
- User Research, Funnel Analysis, Gap, SWOT, BCG Matrix
- SQL, Python, A/B Testing

Work experience

BrainRocket, Product Lead

Sep 2024 – Sep 2025

- Generated \$1M in sales by improving the Snowflake-based data platform and integrating key external partners.
- Led a team of product owners to deliver regulated-market reporting, gamification insights, and aligned strategic roadmaps.
- Reduced the requirements-gathering cycle by 50% through automated workflows using Jira, service desk tools, and Slack bot integrations.

DataGo, Product Lead

Aug 2022 – Aug 2024

- Launched the data-processing MVP within 3 months, enabling faster internal analytics delivery.
- Delivered 10 high-priority reports in 2 months by coordinating Kanban workflows with the data analytics team.
- Reduced manual tasks by ~70% and increased marketing ROI by 20% through automated marketing integrations.

Eurasian Bank, Product Lead

Jul 2021 – Jul 2022

- Released the MVP of the new banking app in 3 months by prioritizing essential features and streamlining delivery.
- Used Figma to redesign customer journeys for the main website and digital banking app, completing the updates within 3 months.
- Improved funnel analysis and ran A/B tests that increased card conversion by 75% and loan issuance by 52%.

ChocoFood, Product Lead

Jun 2020 – Jul 2021

- Delivered a redesigned food delivery app within 5 months, resulting in a 5-star rating on the App Store.
- Improved 90-day retention by adding customized push-notification during business days.
- Boosted cart conversion by 34% by leveraging cross and up-sale techniques in the cart.

ZoodMall, Product Manager

May 2019 - Jun 2021

- Worked with business and support teams to prioritize experience gaps, technical issues, and upcoming improvements.
- Redesigned the home-to-cart flow in Figma, increasing conversion from 23% to 84%.

- Improved 30-day retention by 55% through targeted design fixes and usability improvements.

Kcell JSC, Product Manager

Mar 2018 - May 2019

- Delivered a device-management middleware (InstantLink + EIR/HLR) within 3 months.
- Coordinated multiple technical and regulatory stakeholders throughout delivery.

Beeline Kazakhstan, Product Manager

Feb 2017 - Mar 2018

- Selected a vendor and delivered the mobile wallet MVP within 4 months.
- Improved the app post-launch through UX refinements based on user and business feedback.

Tools

Design Tools: Figma, Sketch, Photoshop, Cinema 4D, Hotjar.

Product & Collaboration: Jira, Confluence, Notion.

Data & Analytics Tools: Tableau, Power BI, Snowflake, ClickHouse, Airflow, Mixpanel, Amplitude, Optimizely.

Languages

English - Native

Russian - Native

Japanese - Elementary