

# DAVIT GALSTYAN

Senior Product Manager | AI Product Lead | SaaS & Growth

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## PROFESSIONAL SUMMARY

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Senior Product Manager and AI Product Lead with 6+ years of experience building AI-powered, SaaS, mobile, and consumer digital products from 0 to production. Delivered production AI voice agents and LLM automation platforms, owning discovery, roadmap, requirements, agentic workflow design, release management, and post-launch adoption. Led cross-functional teams of 15+ across product, engineering, design, marketing, and operations, managing 5+ simultaneous product streams. Combines strategic product thinking with technical execution to translate ambiguous business problems into shipped AI-enabled products, measurable outcomes, and scalable workflows.

## KEY IMPACT

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- Grew Yerevan Mall super app from 7k to 16k MAU and 150k registered users by refocusing the product around core flows, loyalty, ticketing, promotions, and retention.
- Reduced interior design project research time from 40 hours to 2 hours through an LLM-based automation platform for product matching and operational workflows.
- Shipped 3 production AI products, including a voice support agent, an LLM-based product matching platform, and AI-powered business workflow automation.
- Grew B2B SaaS paying clients from 2 to 30 and enabled a 3x subscription price increase through product improvements and hands-on client onboarding.
- Reduced engineering validation cycles from 2 weeks to 2-3 days by building working prototypes with Claude Code, Cursor, and Replit before formal specification.

## CORE SKILLS

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**Product:** Product Strategy, Roadmap, OKRs, KPIs, Discovery, Delivery, PRD, User Stories, Backlog Prioritization, RICE, MoSCoW, Release Management, GTM, Stakeholder Management

**AI & Automation:** Claude Code, LLM Product Design, Agentic Workflow Design, Voice AI, VAPI, Prompt Engineering, AI Automation, AI Product Evaluation, Human-in-the-Loop Workflows, n8n

**Growth & Analytics:** Activation, Retention, MAU, DAU, LTV, CAC, A/B Testing, Funnel Analysis, Post-Launch Adoption Tracking, Google Analytics 4, Firebase Analytics, Looker Studio

**Technical Fluency:** API Integration, REST, Postman, SQL, GA4, Looker Studio, Rapid Prototyping with Claude Code, Cursor, Replit; React, Next.js, Node.js, Flutter, Swift, Kotlin, Firebase, Supabase

**Tools:** Jira, ClickUp, Confluence, Notion, Agile, Scrum, Figma

## LANGUAGES

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Russian - Native | Armenian - Native | English - C1

## PROFESSIONAL EXPERIENCE

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### UPDEVISION Remote

*Fractional Senior Product Manager / AI Product Lead* Mar 2024 - Apr 2026

- Led end-to-end delivery of AI and digital products for fintech, interior design tech, mobile, and SaaS clients - covering presale, discovery, scope definition, roadmap, requirements, technical trade-offs, release planning, and production deployment.
- Shipped a production AI voice agent for a fintech client using VAPI LLM infrastructure, designed agentic conversation flows and reduced standard support workload by 20%.
- Built an LLM-based automation platform for an interior design business, replacing manual product search and reducing research time from 40 hours to 2 hours per project.
- Took ownership of two undocumented in-flight products after a PM departure; rebuilt product state, clarified scope, aligned engineering around OKRs and milestones, and shipped both products on schedule.
- Delivered a mobile MVP under strict budget and timeline constraints by managing scope, prioritizing critical features, and balancing technical trade-offs; app passed review and launched in stores.
- Created clickable and functional prototypes with Claude Code, Cursor, and Replit, reducing engineering feedback cycles from 2 weeks to 2-3 days.
- Mentored junior PMs and developers on product discovery, requirements structuring, backlog management, and Agile delivery practices.

### YEREVAN MALL Remote

*Product Manager - Retail & Entertainment Super App* Feb 2023 - Feb 2026

- Owned the full product ecosystem across mobile app, cinema platform, website, and internal admin panel; managed a cross-functional team of 15+ across engineering, design, marketing, and operations.
- Grew active app audience from 7k to 16k MAU and registered user base to 150k by prioritizing high-value user flows: ticket purchase, loyalty top-up, events, promotions, and retention loops.
- Designed and launched a Promotions module with deep Vista POS integration, centralizing promo and discount rules across app and web; post-launch traffic grew 20-30% and average order value increased by 15%.
- Designed loyalty and bonus system improvements that increased engagement and customer lifetime value by 15%.
- Established cross-functional release planning, readiness reviews, launch checklists, and post-launch adoption tracking, eliminating silent releases and last-minute launch chaos.
- Led discovery and roadmap prioritization across 5 concurrent product streams, balancing stakeholder expectations, engineering capacity, operational dependencies, and growth metrics.

### SOURCEMAP Remote

*Product / Project Manager - Digital Agency* Feb 2023 - Feb 2024

- Built an end-to-end delivery workflow for client projects, introducing discovery and requirements templates that reduced scope creep, rework, and unclear ownership.
- Managed concurrent multi-stream projects aligned to client business goals and internal resource constraints, maintaining delivery predictability across several teams and accounts.
- Defined ownership across Marketing, Sales, and Development, removing cross-functional bottlenecks and improving communication between business and technical teams.

**RENSHIN URBAN INVESTMENTS** Yerevan, Armenia

*Product / Project Manager - Real Estate Development Nov 2021 - Jan 2023*

- Managed digital product strategy for ArtLife luxury mixed-use complex, defining resident experience scenarios and value propositions that shaped architectural layout, territory zoning, and marketing communications.
- Led creation of interactive websites and 3D visualization tools that became the primary sales instrument for the project team and improved buyer understanding of the property concept.

**NORAKARUYC.AM** Yerevan, Armenia

*Product Manager - B2B Real Estate SaaS Platform Aug 2020 - Nov 2021*

- Grew paying B2B clients from 2 to 30 and supported a 3x subscription price increase (50k to 150k AMD) through targeted product value improvements and hands-on onboarding.
- Delivered a self-service B2B dashboard that enabled clients to manage inventory independently and significantly reduced operational support workload.

**EDUCATION & CERTIFICATIONS**

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**STATE UNIVERSITY OF MANAGEMENT** - *Project Management*

**PICSART PROGRESS PROGRAM** - *Product Management*

**GOOGLE CAREER CERTIFICATES** - *Project Management*

**LEARNING MISSION** - *Project Management*