

DANIIL LEBEDEV

Product Manager / Growth, Monetization & AI-native Product Workflows

Moscow / Remote / Hybrid / Relocation possible | Telegram: @arxinormalnyy | shmonindaniilandreevich@gmail.com | English B2

PROFILE

Product Manager with 5+ years of experience in B2C/B2B digital products, Web3, SaaS-like products, growth, monetization, retention, product analytics, and MVP launches. Worked across the full product lifecycle: discovery, strategy, roadmap, backlog, PRD/user stories, A/B tests, feature launches, and impact analysis against business metrics.

Core strengths: fast domain immersion, working in uncertainty, growth/product strategy, cross-functional communication, user behavior analytics, unit economics, and an AI-native approach to product operations. Able to translate business goals into product hypotheses, clear requirements, and measurable outcomes.

KEY ACHIEVEMENTS

- Scaled a digital/Web3 product from 20,000 to 250,000 DAU in about 6 months through onboarding optimization, referral mechanics, gamification, and retention scenarios.
- Increased daily transaction volume from ~\$5M to ~\$40M by analyzing user segments, the activation funnel, repeat usage, and growth hypotheses.
- Developed subscription monetization: grew paying users from 20 to ~350; at peak, the product reached ~42 ETH/month in net revenue.
- Launched additional revenue streams around the core product and generated around \$40K in revenue from related goods and services.
- Launched an MVP NFT launchpad from scratch in 3 weeks: core user flows, launch mechanics, backlog, requirements, and first-user acquisition mechanics.
- Contributed to launching a GameFi Telegram Mini App with a progression system, battle pass mechanics, ad scenarios, engagement loops, and basic monetization.
- In a B2B operations business, reduced losses from 20% to 2.5%, cut international payment fees by 15-20%, and accelerated payments from 7 days to under 24 hours.

AI-NATIVE PRODUCT MANAGEMENT

- I use AI-agent workflows based on OpenAI API, Claude, Grok, DeepSeek, and Gemini to speed up product discovery, user research, competitive analysis, prototyping, requirements preparation, reporting, and metric monitoring.
- Voice of Customer / CustDev: agents collect and structure feedback, tickets, community chats, and survey results; classify issues by topic, frequency, severity, sentiment, and impact on product metrics.
 - CustDev interviews: transcription, extraction of pains, JTBD, objections, quotes, and hypothesis checks in a research template; manual 2-3 hour analysis per interview is usually reduced to 30-45 minutes.
 - Competitive monitoring: regular analysis of competitors' websites, blogs, social media, changelogs, and public updates; 4-6 hours of weekly manual research is reduced to about 1 hour of summary review.
 - Hypotheses and prototyping: agents combine feedback, metrics, and market research, suggest A/B test ideas, UX improvements, and new features; help move faster from idea to prototype.
 - Reporting & anomaly detection: automation of weekly product reports, collection of metrics, charts, and signals for DAU, conversion, retention, revenue, churn, and engagement; report preparation is reduced from half a day to 40-60 minutes.

EXPERIENCE

Product Manager / Growth Product Manager Confidential Web3 Marketplace <i>Marketplace, engagement, rewards/quests, product analytics</i> • Worked on growth mechanics for a marketplace product: rewards, quests, referral mechanics, trading incentives, engagement, and token farming. • Analyzed user segments and the funnel: wallet connection -> onboarding -> listing -> bid/offer -> transaction -> repeat usage -> retention. • Created hypotheses to grow user activity, trading volume, repeat usage, and quality of user activity; contributed to campaign post-analysis. • Worked with metrics: active wallets, trading volume, listings, bids/offers, conversion to transaction, repeat activity, retention, reward participation. • Prepared requirements, recommendations, and backlog for development/design/analytics teams; analyzed competitors and best practices in incentive campaigns.	Feb 2025 - Apr 2026
Product & Business Development Manager Axioma LLC <i>B2B operations, digital transformation, international partnerships</i> • Contributed to digital transformation, B2B development, and optimization of business processes in a manufacturing company. • Analyzed business processes, identified bottlenecks, shaped improvement requirements, and aligned changes with stakeholders. • Optimized the shipment control system, reducing losses from 20% to 2.5%; improved process transparency and management analytics. • Developed an international payment system, reducing fees by 15-20% and accelerating payments from 7 days to under 24 hours. • Led B2B negotiations with international suppliers and partners in China and the UAE; coordinated communication between internal teams and counterparties.	Feb 2022 - Mar 2026
Product Manager - MVP, Engagement & Monetization GameFi Telegram Mini App <i>Telegram Mini App, engagement loops, monetization</i> • Contributed to launching the product from idea to MVP: a Telegram Mini App with game mechanics, a progression system, and monetization scenarios. • Designed the core user flow, onboarding, engagement loops, battle pass/progression mechanics, advertising tab, and retention scenarios. • Created user stories, requirements, and backlog; coordinated an 18-person development/design team. • Analyzed user behavior and engagement drop-off points; prepared the foundation for validating engagement and monetization hypotheses.	Dec 2024 - Jul 2025

Product Manager - Growth & Product Analytics | Cross-chain Bridge

Jun 2024 - Dec 2024

Product

High-load Web3 platform, growth, analytics

- Analyzed the user funnel: onboarding, activation, transaction flow, repeat usage, retention, and revenue-related metrics.
- Created growth hypotheses to increase DAU, engagement, and transaction volume; worked with referral mechanics, onboarding optimization, and gamification.
- Launched and analyzed A/B hypotheses for onboarding and retention scenarios; worked with cohorts, funnel conversion, and user behavior.
- Increased DAU from 20,000 to 250,000 users and daily transaction volume from \$5M to \$40M.

Product Manager - Discovery, Launch & Growth | NFT Launchpad

Dec 2023 - May 2024

MVP launch, creator/user flows, marketplace mechanics

- Launched an MVP NFT launchpad from scratch in 3 weeks: launch mechanics, mint flow, whitelist/allowlist logic, creator/user scenarios.
- Conducted competitive analysis of launchpad products; shaped the roadmap, backlog, and MVP requirements under tight deadlines.
- Coordinated a 7-person cross-functional team: development, design, marketing, and community management.
- Contributed to growth mechanics around the launch: referral/quest mechanics, community, whitelist logic, and user motivation.

Product Manager - Monetization & Subscription Product | Web3

Feb 2021 - Dec 2023

Automation Tools

SaaS/subscription, bot product, community-driven product

- Launched an MVP desktop bot and Web3 automation tools with a subscription-based access model.
- Designed onboarding, feature access, subscription, renewal, restrictions for unpaid users, and paywall logic.
- Developed subscription monetization: pricing, paywall, retention of paying users, and additional revenue streams.
- Conducted CustDev, analyzed user feedback and market trends; built a backlog of product and user-scenario improvements.
- Grew the paying user base from 20 to ~350; scaled the model to ~42 ETH/month net revenue at peak; generated around \$40K in revenue from related goods.

SKILLS

Product: Product Management, Product Strategy, Roadmap, Backlog, Product Discovery, PRD, User Stories, User Flows, CJM, JTBD, CustDev, User Research, A/B Testing, A/A Testing, MVP, Agile/Scrum, Stakeholder Management.

Growth & Analytics: AARRR, funnel analysis, cohort analysis, retention, activation, engagement, conversion, CTR, DAU/MAU, LTV, CAC, ARPU/ARPPU, unit economics, P&L logic, pricing, paywall, monetization, product analytics.

Domains: Web3, marketplaces, Telegram Mini Apps, SaaS-like/subscription products, community-driven products, gamification, loyalty/reward mechanics, B2B operations, international partnerships.

AI & Technical: OpenAI API, Claude, Grok, DeepSeek, Gemini, AI Agents, LLM Workflows, Prompt Engineering, AI-assisted Prototyping, Vibe Coding, SQL basics, Python basics, API logic, Solidity basics, C# basics, HTML/CSS/JS basics.

Tools: Excel/Google Sheets, PowerPoint/Google Slides, Notion, Jira, Confluence, Miro, Figma, Google Analytics, Amplitude/Mixpanel basics, Power BI basics, SQL, AI tools for product workflows.

EDUCATION

State University of Management, Moscow - Business Informatics / Information Systems, 2023

Languages: Russian - native; English - B2. Open to remote, hybrid work, relocation, and international communication.