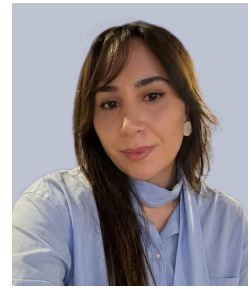


# ELINA SARGSYAN

Senior Technical Product Manager | SaaS | AI Automation

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| [elinasargsyan.com](https://elinasargsyan.com) | Open to Remote | Available for Relocation: EU, UAE | UTC+4



## PROFESSIONAL SUMMARY

Senior Technical Product Manager with 6+ years driving complex, high-concurrency platforms across enterprise **SaaS**, **EV infrastructure**, healthcare, logistics, travel tech, and fintech. Engineering background enables precise technical execution and data-driven product decisions across global **cross-functional** teams. Track record of shipping 25+ end-to-end products from **MVP** to **100,000+** monthly transactions, with measurable gains in automation, conversion, and revenue. Expert in **API integrations**, go-to-market execution, **AI-driven** workflows, and **Agile** delivery.

## TECHNICAL SKILLS

**AI & Automation:** n8n, Claude Code, LLM integration, AI Agents, Prompt Engineering, Lovable, Replit, Telegram bots, email automation

**Product:** Product strategy, roadmapping (RICE/WSJF/MoSCoW), PRD/FRD/BRD, OKRs, KPIs, go-to-market (GTM), user stories, acceptance criteria, feature prioritization, backlog management, A/B testing, MVP development

**Technical:** REST API (Swagger/Postman), WebSocket, RBAC design, OCPI 2.2.1, microservices, CI/CD, technical documentation

**Agile & Delivery:** Scrum, Kanban, sprint planning, cross-functional team leadership, QA/UAT, risk management, remote & hybrid delivery

**Analytics & Tools:** Mixpanel, Amplitude, GA4, Hotjar, Jira, Confluence, Notion, Asana, ClickUp, Facebook Ads, Google Ads

**Design & UX:** Figma, FigJam, Miro, user research, user interviews, competitive analysis, wireframing

**Development:** JavaScript, TypeScript, React, Node.js, HTML5/CSS3, Liquid, Git, SEO, Core Web Vitals

**Domains:** SaaS (B2B/B2C), EV infrastructure, Healthcare, Logistics, Real Estate, Travel tech, Legal Tech, E-commerce, Pharmacy

## PROFESSIONAL EXPERIENCE

### Lead Technical Product Manager | Prodigis (Product & Engineering Agency) 2022 -- Present

- Built the agency's PM practice from scratch — established service model, documentation standards, design system conventions, and **Agile** delivery frameworks adopted across all client teams.
- Operated as embedded product owner for each client, maintaining continuous involvement from discovery through post-launch iteration across 25+ engagements in 10+ verticals.
- Managed **cross-functional** remote and hybrid teams of 3–8 engineers, designers, and QA per engagement, running parallel delivery cycles without compromising quality or timelines.
- Led high-stakes investor-facing engagements and closed **B2B** partnership negotiations across Egypt, Dubai, and Abu Dhabi.

### Autobuy — Real-Time Vehicle Auction Platform

- Directed a lean team to build and launch a high-concurrency real-time vehicle auction platform from **0-to-1** in **9 months**.
- Engineered complex virtual session logic enabling simultaneous bidding from a single account with guaranteed data isolation and real-time status accuracy.
- Architected a 5-tier **RBAC** system with deep financial controls: balance management, prepaid bidding, and hidden margin tracking.

- Integrated Copart, IAAI, Manheim, and ACV APIs via **WebSockets**, achieving zero-latency auction synchronization.
- Designed proactive **anti-fraud** system with automated account suspension, significantly reducing platform abuse.
- Replaced fragmented manual spreadsheets with a fully automated audit log, eliminating **~3 hrs/day** of operational overhead.
- **Results: 2,000+** vehicles won | **400+** active dealers | **100,000+** monthly transactions | **~3 hrs/day** overhead eliminated

#### **ELYN** — *EV Charging Platform & eMSP Mobile App*

- Spearheaded **5-month 0-to-1** product discovery, delivering engineering-ready **OCPI 2.2.1** architecture and UI/UX blueprints to executives.
- Decoded and mapped the **OCPI** protocol across 9 critical modules, enabling seamless multi-CPO payments and roaming integration.
- Directed end-to-end design of a **390-screen** bilingual (EN/RU) interface with full **API specs** and settlement documentation.
- Drove **B2B** roaming partnership negotiations, securing stakeholder buy-in through targeted technical presentations.
- **Results: 170+** features defined | **390** screens designed | **0-to-1** discovery completed in 5 months, unblocking full engineering build

#### **Revoway** — *Auto Transport Logistics Platform*

- Designed a fully automated pricing and quote engine using the **Google Distance API**, cutting manual processing by **45%**.
- Built a bidirectional **Authorize.net** sync ensuring real-time payment status accuracy between admin panel and processor.
- Launched SEO-optimized headless **CMS driving 35%** conversion and **80%** user engagement rates.
- **Results: 830** monthly visitors | **35%** conversion rate | **45%** reduction in manual processing

#### **CareUnity** — *B2B Healthcare SaaS*

- Translated US home health and hospice market research into a clear product vision with long-term **roadmap** and user flows.
- Designed a self-serve intake quiz that directly reduced mismatched clinical referrals and cut manual screening overhead.
- Architected a dual-interface system connecting patient-facing referral flows with a complex **B2B** agency admin panel.
- **Results: Discovery-to-engineering-handoff** in 5 months | Automated intake quiz reduced manual clinical screening overhead, enabling faster and more accurate patient referrals

#### **Zulu Spin** — *B2B/B2C Travel Marketplace*

- Owned the complete **14-month** product lifecycle from **0-to-1** across a massive ecosystem of 4 interconnected platforms covering 6 travel verticals: Flights, Hotels, Packages, Transfers, Car Rentals, and Excursions.
- Designed and architected complex filtration systems for each domain, ensuring highly accurate dynamic pricing and visa-aware booking logic.
- Engineered complex multi-stakeholder logic including cross-agency inventory sharing, visa-aware booking, and dynamic package building.
- Produced the full **PRD**, logic flows, and design system; managed delivery from absolute zero through active development handoff.
- Pitched the technical product vision to regional investors across Egypt, Dubai, and Abu Dhabi, securing partnership commitments.
- **Results: 4** unified platforms | **6** service domains integrated | **14-month 0-to-1** lifecycle | Regional investor partnerships secured

#### **Safe House** — *Real Estate Platform*

- Rescued an underperforming legacy WordPress architecture by designing and migrating to a custom, scalable **React/Node.js** platform.
- Architected a robust property listing engine supporting 6 distinct real estate categories and **15 complex search filter layers**.

- Designed a custom role-based **agent portal** with full branch isolation, allowing agents to independently manage listings and communications.
- Eliminated system downtime entirely, giving the client full ownership over data and infrastructure.
- **Results: 600+** active properties | **7,000** monthly property views | Zero downtime post-migration

#### **Additional Projects** — *Auto Parts, Legal Tech, Pharmacy & SEO*

- Auto Parts: Led global vendor discovery evaluating 20+ international suppliers (including Chinese manufacturers), negotiating directly and integrating their APIs into the core platform.
- Legal Tech, Pharmacy & SEO: Directed end-to-end discovery and delivery of specialized platforms, adapting **Agile** frameworks and technical architecture to meet strict industry regulations and rapid **GTM** timelines.

#### **E-Commerce Business Owner & Operations Manager**

*Jan 2023 -- Jan 2024*

- Founded and scaled a UK-registered e-commerce LLC across **Amazon FBA**, eBay, and **Shopify**; sourced inventory directly from manufacturers at the Canton Fair.
- Achieved **3.5%** conversion rate and **4.2x** ROAS through storefront optimization and targeted ad campaigns; managed real-time inventory via ShipMonk.

#### **Shopify Front-End Developer** | **Stellar Soft, Ukraine (Remote)**

*Dec 2022 -- Jun 2023*

- Engineered custom **Shopify** themes for high-volume US and EU clients using Liquid, **JavaScript**, HTML/CSS, and third-party **API integrations**; significantly improved mobile page load speeds.

#### **Junior Web Developer** | **MD Systems, Armenia**

*Oct 2020 -- Nov 2022*

- Built custom web applications with **JavaScript**, HTML/CSS, and PHP/WordPress; optimized database queries and resolved cross-browser compatibility issues alongside senior engineers.

#### **EDUCATION & CERTIFICATIONS**

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- B.Sc. Information Technology | European University of Armenia | 2020 -- 2024
- Business Management | Ekly School of Business, Lyon, France | 2022 -- 2023
- Product Management Certification | Business Development Group | 2024

#### **LANGUAGES**

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**Armenian** (Native) | **English** (Fluent) | **Russian** (Fluent)