

ARMEN ARSHAKYAN

SENIOR PRODUCT MANAGER

[LinkedIn](#) • [Website](#) | armen.arsh@gmail.com | +37491313193

11 years of experience in tech, 7 years as a PM working on web and mobile apps. Improved existing products and developed new ones from scratch by leading cross-functional teams, working with C-level executives & founders. Hands-on experience in leadership, research & strategic planning, 0-to-1, conversion improvement, and more. Worked both within startup and corporate environments. Proficient in AI tools (Cursor, Claude, etc.) for prototyping and iteration.

EXPERIENCE

Product Manager at [Amega Group](#) | Remote

Jan 2024 - Dec 2025

A fintech company which was based in Cyprus, with a global team of 60, having various startups.

- End-to-end ownership for launching & scaling Android app for fund management from scratch.
- Performed continuous discovery to create an outcome-oriented roadmap for Growth and UX.
- Created dedicated loops for acquisition, activation, and retention and achieved an NPS score of 35, 50K+ downloads, and 10,000 WAU.
- Drove the product culture within the team, with accent on user value, learning, and collaboration.
- Led an engineering team of 12, supervising the product designer, while also managing marketing, legal, and support stakeholders. Reported directly to CTO and CEO.

Product Manager II at [Picsart](#) | Hybrid

Jul 2020 - Feb 2023

Top 5 most downloaded app within its segment. Millions of MAU and a worldwide team of 1000+.

- Created & optimized the foundational search & editing experience on the web editor from scratch.
- Achieved significant results in content conversion, trial sign-ups, and improving JTBD time.
- Scaled my area to a competitive baseline by introducing core functionalities – an important milestones for the Web team.
- Improved feature consistency for cross-device users, resulting in increase in overall user satisfaction
- Conducted deep research and data analysis to shape the rolling roadmap.
- Launched a new product and increased user engagement with content and AI tools. [/Picsart Spaces/](#)
- Led content-related initiatives with a bigger team of 50+ colleagues across various departments, including Engineering, CMS, Graphic & UX Design, Legal, Trust & Safety, and more.

Product Manager at [Renderforest](#) | Onsite

Nov 2018 - May 2020

A platform for creating visual content with 3+ million international MAU. Listed among tops within its segment.

- Developed, released, and scaled the Website Builder from ideation to \$15K MRR.
- Tripled paid conversions of the Logo Maker in <1 year by increasing the value & quality for money.
- Optimized Video Maker landing pages that led to up to +100% CTR and increased paid conversions.
- Co-authored the business plan of the upcoming new Graphics Maker product.

OTHER WORK EXPERIENCE

Sept 2013 - Nov 2018

- Digital Marketing Specialist at **Renderforest**
- Project Manager at **Tashir Group of Companies**
- HTML/CSS Developer, **Pragmatix & oDesk (UpWork)**
- Social Media Marketing at **Corpors Media**
- Assistant Accountant at **Cinema Star**

EDUCATION

French University in Armenia

Sept 2009 - May 2013

Bachelor's degree in Business Management

ADDITIONAL INFORMATION

Languages: English (C1), Russian (C1), French (A1), Armenian (native)

Tools: Cursor, Claude, Replit, OpenAI, Lovable, Granola, Google Stich, MagicPatterns, Atlassian (JIRA & Confluence), Looker, Hotjar, Vercel, Paddle, Postman, Git, PostHog, Mixpanel, GA, Notion, Miro, Figma, Slack