Rodion Alifanov

Product Manager / Product Owner · hello@rodion.kz · +7 708 580 54 98 · linkedin.com/in/rodion-alifanov

Summary

Product-minded lead with 10+ years turning ambiguous business problems into shipped, measurable products. Led discovery, defined scope and plans, and made prioritization calls with clients, BAs and engineering across insurance, e-commerce, PIM/DAM, oil & gas, wealth management and public sector. Delivered results such as +27% sales, +5.3% revenue and +40% client productivity. Seeking a Product Manager role to own outcomes end to end: discovery, roadmap, delivery and adoption.

Core Skills

Product: Product discovery · Customer development and journey mapping · MVP definition · Requirements and user stories · Prioritization · Roadmap and 6-month planning

Execution: Agile / Scrum delivery with up to 60 developers and testers · Stakeholder and client management · Workshop facilitation · Business analysis · Design sprints

Data and research: User interviews and usability testing · A/B testing · Heatmaps and diary studies · Competitor analysis · Subject-matter-expert interviews

Domains: Insurance · E-commerce and retail · PIM/DAM · Oil & gas and energy · Financial trading and wealth management · Gaming · Public sector

AI: Defined AI-assisted workflows and an LLM flow inside product UX

Experience

Lead UX Designer, EPAM Systems

Oct 2018 – Present

Product discovery and delivery leadership

- Led discovery and delivery for client products across 7+ domains, working daily with product owners, business analysts, engineers and executives to turn business goals into scoped, testable solutions.
- Chosen by the client as the point person to lead discovery for a new insurance product: built a 6-month plan and strategy with the BA, ran a 2-hour customer-journey workshop with 8 stakeholders, and ran persona workshops that shaped the roadmap.
- Built clickable prototypes to align Product Owners on MVP scope and next steps (EPAM NDA contract-signing platform), reducing ambiguity before development began.

Selected products and outcomes

- **Insurance core system (2018–2021):** Owned the UX of a new insurance platform in an Agile team of up to 60 developers and testers. Delivered 200+ implemented screens; 300+ prototypes passed client design review. A redesigned Remote Health Form contributed to a **5.3% revenue increase**. Received a client certificate of appreciation for communication and trust.
- **PIM/DAM platform, EPAM LAIKA (2022–2025):** Defined the product's information and asset-management flows and its design system. Introduced AI features that automated workflows, contributing to a **40% productivity increase** for a retail client. Used SME interviews and competitor analysis to validate direction.
- **Oil & gas energy platform (2024–2025):** Shifted the engagement toward developer-ready delivery in oil & gas. Mapped complex user flows with domain experts, wrote use cases for hand-off and designed AI-assisted concepts under a 90-day delivery window.
- **Wealth management dashboard (2025):** Set scope, timeline and an 8-week plan for a wealth-management dashboard redesign, ran concept testing and built the design system from scratch, with daily client alignment.
- **Energy management software (2025–2026):** Worked with product managers and engineers on new features, turning support and sales feedback into the backlog and validating designs through usability testing.
- **Public sector digital services (2026):** Led the experience layer of about 20 citizen-facing screens, balancing client requirements with ServiceNow and Entrust platform constraints for fast, clean engineering hand-off.

Key Designer and Design Team Lead, Technodom Operator

Apr 2017 – Oct 2018 · E-commerce, one of the largest retailers in Kazakhstan

- Led UX and design for e-commerce used by millions of customers; used heatmaps and diary studies to find what worked and drove a **27% increase in sales**.
- Introduced a simple form of Scrum with outsourced development vendors, creating a steady release workflow.
- Rolled out a design system adopted by both developers and QA.

Lead UI Designer, 858 Graphics

Nov 2013 – Jan 2016

- Started and led the design of an internal CRM for order maintenance and booking, helping the company increase productivity by almost **200%**.

Freelance Graphic Designer

2007 – 2012

- Delivered branding, marketing and digital concepts directly for clients.

Education

Bachelor of Philology and Sociology, Kazakh Ablai Khan University of International Relations and World Languages (2001 – 2005)