

Rostyslav Slobodianiuk

Product Manager | AI | Platform | 0-to-1

Groningen, Netherlands (open to relocation) | +31 6 33029692 | rostyslav.slobodianiuk@gmail.com | [linkedin.com/in/rslobodianiuk](https://www.linkedin.com/in/rslobodianiuk) | ros-portfolio.vercel.app | hesya.app

SUMMARY

I ran the evaluation that put AI document extraction into two European regulatory markets, and deliberately kept it out of the third. 5+ years of product work, 0-to-1 through production, across regulated B2B platforms, e-commerce, and consumer mobile. I design what happens when the model is wrong, and I build my own products rather than only specifying them: Hesya, a native iOS app, shipped solo to the App Store.

BUILT AND SHIPPED SOLO

Designer, Builder, Maintainer | Hesya — hesya.app — live on the App Store | Jan 2026 – Present

Native iOS app helping knowledge workers notice drift and return to intent. Designed, built, and shipped alone with Claude Code, alongside full-time work.

- Ran 15 interviews before writing a line of code. Existing attention apps either exploit distraction or police it with guilt. I built a third option that treats drift as information. Validated every line of copy, not just the UI, against the voice users asked for.
- Built drift detection that degrades on purpose: real measurement via Screen Time / DeviceActivity with permission, a coarse time-away proxy without it. The extension is never told which app was used, so the product never claims to know. “No evidence, no cue,” written into the PRD as a rule.
- Designed cue suppression so the app can be ignored: quiet hours, mute after three declines in a day, and tapering that stops asking wherever the user keeps saying “keep going.”
- Documented the 18-minute drift threshold in code as a product bet, not a measured finding, so the next person cannot mistake a heuristic for evidence.
- Shipped end-to-end to the App Store; also built and deployed hesya.app and my portfolio on Vercel.

PROFESSIONAL EXPERIENCE

Product Manager | Stekz — Groningen, NL | Jun 2024 – Present

Consultancy where product managers own product decisions inside client companies rather than coordinating delivery for them. I ran product for three engagements, leading cross-functional work with three backend and two frontend engineers alongside design, ops, and customer success.

Compliance certificate platforms — Germany, Spain, Italy

Owned product across three regulatory markets: requirements, architecture direction with engineering, and rollout.

- Scored four engines (Tesseract, AWS Textract, Adobe OCR, Anthropic vision) per document type on accuracy and cost, then split the architecture based on the results: LLM vision where documents vary by issuer (Spain, Italy), deterministic OCR where they do not (Germany). Two weeks validation, one week build, one week testing.
- Benchmarked two extraction-model versions across 225 field-level extractions. Accuracy barely separated them; calibration did. The older model returned sub-0.7 confidence on 100% of two fields, whether or not it read them correctly: a score carrying no signal, routing ~22% of extractions to review for nothing. Calibration sets review load, not accuracy.
- Held manual intervention at ~7% of cases through 80% YoY volume growth on the Germany THG (EV-charging) program. Rolled features out in stages: most-trusted partner first, then the full base of 273 enterprise partners and 359 smaller accounts.
- Owned 0-to-1 requirements for market entry in Spain and Italy under two distinct regulatory frameworks. When the Spanish regulator rewrote the certification framework mid-build, remapped the affected flows without delaying the Italy launch. Spain live, Italy in beta.
- Designed the human-in-the-loop layer: confidence thresholds, a low-confidence review queue, and a reviewer interface showing the source document beside a field-level diff with per-field approve and reject.

B2B dealer commerce platform

Owned discovery, roadmap, and the business case for a live storefront and the backend systems behind it.

- Traced a stalled checkout funnel to catalogue data errors invisible in aggregate metrics, then rebuilt the affected flows: conversion 50.9% to 73.2%. Confirmed the lift with trend-adjusted counterfactual modelling, separating it from a concurrent +50% volume increase that would have inflated the figure.
- Redesigned product schemas to support multi-part bundle sales: items per order +46% (3.45 to 5.03), returns -24% (8.2% to 6.2%).
- Led five engineers through a 10-week, zero-rollback live migration across four core backend systems (PIM, Storefront, ERP, WMS).
- The dealer is not shopping; they are answering an end customer. That makes speed, correctness, and confidence the product, not browsing and persuasion. Held every screen to three questions: is this the right product, can I commit to it, what if it goes wrong.
- Built the channel business case off five months of live data (EUR 2.31M booked, orders growing from 90 to 160 a month), sizing three scenarios against evidenced levers rather than one flattering number, and set the measurement baseline so the work would be credited on leading indicators instead of an order trend already climbing.

Order and delivery portal — doors manufacturer

Owned problem framing, requirements, design system, and end-to-end flow for a new customer-facing portal and its admin counterpart. Presented to stakeholders; entering customer validation.

- The portal exists so nobody has to phone to ask where an order is. Requirements from 13 user stories, both access levels designed in parallel, and every screen held to three questions: where am I, what is this screen for, what do I do next.
- The brand had no neutral register for tool use, so I built one. Navy, cyan, orange, and Poppins were kept from the marketing source, then a new 14-step grey scale, display weight from Black to medium, hairline borders instead of shadows, colour reserved for status. In marketing, colour attracts; in a tool, it has to mean something.
- Built the token set (palette, type scale, spacing, radii, elevation, light and dark), an app-layer component library, and two connected clickable prototypes on top of it, then shipped it with its own failure modes documented: coverage gaps, hardcoded values, no mobile story.

Project Manager | Pareteum MVNE (Circles Aspire) — Bruges, BE | May 2023 – May 2024

Telecom infrastructure provider. Its ARTA platform lets mobile operators launch virtual network services without owning physical infrastructure.

- Sole interface between two Belgian mobile operators and the ARTA platform, translating competing operator demands into a backlog engineering could actually execute against, inside a legacy Waterfall process I had no mandate to change.
- Scoped as delivery coordination, treated as a product problem: built a centralised knowledge base nobody had assigned, replacing one person's memory of how the platform actually worked.

Freelance Product Manager | Independent — Warsaw, PL | Mar 2022 – May 2023

Early-stage founders across fitness, publishing, and marketing tech. Started part-time during final months at BN Digital, full-time from October 2022.

- Consumer fitness app (iOS/Android): designed coach-matching and admin-oversight systems with the founders, within Apple's health-content and in-app payment rules. 48.7% page-to-download conversion, 873+ organic downloads, EUR 20.6 revenue per paying user.
- Early-stage SaaS: owned the 0-to-1 PRD and led technical exploration to de-risk the platform's riskiest bet, a custom drag-and-drop campaign editor, before committing engineering time. Shipped a working MVP with full creation, configuration, and launch flow.
- Peeref (Android): repositioned a low-engagement academic app around discussion and events. 500+ downloads following mobile expansion.

Product Manager | BN Digital — Kyiv, Ukraine | Mar 2021 – Oct 2022

Digital agency delivering web products for startups and enterprise clients. First tech role after switching from law.

- Led 8 engineers and designers across 20+ client web and mobile products, including a consumer neobanking app. 96% client satisfaction sustained across engagements.
- Ran discovery with founders to turn ambiguous ideas into buildable requirements, and guided scope-versus-speed-versus-quality trade-offs case by case.
- Replaced ad hoc sprint planning with ShapeUp, the first process I designed rather than inherited.

SKILLS

Product: Product strategy | Discovery and user research | 0-to-1 product definition | PRDs and requirements | Roadmapping and prioritisation | KPIs and OKRs | Stakeholder management | Cross-functional leadership | Staged and flagged rollout | Product analytics | Counterfactual and trend-adjusted analysis | Agile and Scrum

AI: LLM vision extraction in production | Model evaluation and benchmarking | Prompt iteration | Confidence thresholding and calibration | Human-in-the-loop review design | AI-assisted development (Cursor, Claude Code)

Technical: Data modelling (ERD) | Schema design and migration | System integration (PIM, ERP, WMS, Storefront) | API-driven workflows | Design systems and tokens | SwiftUI | Vercel

Tools: Figma | Jira | Linear | ClickUp | Miro | Amplitude | GitHub

Languages: English (professional) | Ukrainian (native) | Russian (native)

EDUCATION AND CERTIFICATIONS

Professional Scrum Master I (PSM I) — Scrum.org, Dec 2025, 100% score

LLM, Intellectual Property Law and Data Protection — Taras Shevchenko National University of Kyiv, 2017–2019

LLB, Law — Taras Shevchenko National University of Kyiv, 2013–2017