

# Danil Ulmashev

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## Career Profile

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**Product Manager** with over 5 years of experience managing full-stack product development processes for leading IT and mobile-oriented companies. Conceptualized and carried to success multiple software products ranging from tens of thousands to millions of monthly active users.

### Core Competencies

Product Management, Agile Methodologies, User Experience (UX) Design, Data Analysis, Market Research, Cross-Functional Collaboration, Strategic Thinking, Project Management, Leadership, Communication and Presentation, User-Centric Approach, Technical Aptitude, Product Marketing, Customer Relationship Management, Problem-Solving, Prioritization, Innovation, Adaptability, Risk Management, Stakeholder Management, Continuous Improvement, Market Analysis, Competitive Analysis, Conflict Resolution, Negotiation Skills, Creativity, Attention to Detail, and Product Lifecycle Management. Educational credentials include a BSA from Concordia and a Digital Product Management Specialization certification.

## Career Highlights

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- Successfully conceptualized, designed, developed, and launched a well-being app, validated with users, resulting in a successful release and rapid growth, achieving a five-star rating within a few weeks.
- Launched team-building sessions, enhancing communication and cohesion, resulting in improved morale, productivity, and work delivery.
- Addressed production bottlenecks, enhanced inter-team communication, and implemented agile techniques to reduce delays and foster a positive team environment.
- Optimized app navigation through thorough analysis and iterative testing, ensuring an intuitive user experience and improved content discovery.
- Implemented remote content configuration, enabling seamless database editing from anywhere without app updates, facilitating extensive A/B testing for optimal performance.
- Collaborated with Apple to align app content releases with their calendar, boosting visibility and increasing organic app installs by 5-6 times during featured days.
- Successfully led a B2B project to integrate the app's features into the Amazon Halo device, significantly enhancing the app's exposure through the Amazon funnel.

## Professional Experience

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### **Astral: Daily Wellbeing App - Montreal, Quebec**

**May 2023 - Present**

Astral is a mobile app dedicated to promoting mental and emotional well-being through guided breathing sessions, relaxing music playlists, affirmations, and other resources. Astral's mission is to empower users to achieve their wellness goals by providing accessible tools for self-care in a supportive ecosystem.

### Product Manager

As a Product Manager for Astral Wellbeing, I led the conceptualization, development, and successful launch of the app, incorporating essential features and overseeing the entire product development lifecycle.

- Spearheaded the conceptualization, validation, and development of Astral Wellbeing within the initial 6 months, incorporating features such as Music Player, Affirmations and wellness reminders, dynamic content, authentication, subscription, user personalization, timer, and alarm clock.
- Managed the entire product development lifecycle, ensuring seamless execution from ideation to production.
- Orchestrated a successful launch on the App Store, achieving 0 production crashes and garnering over 10 five-star reviews within the first 4 weeks of release, demonstrating exceptional user satisfaction and product quality.
- Implemented potent App Store Optimization strategies, boosting app visibility and attracting targeted audiences. Achieved an impressive 50-60% increase in organic app store downloads, showcasing adeptness in driving substantial growth through strategic ASO techniques.
- Improved Astral Wellbeing's first-time user experience by crafting an optimized user journey, leading to a significant 20-30% drop in drop-off rates. Demonstrated expertise in user behavior analysis and driving impactful engagement and retention enhancements.
- Managed and implemented a cloud messaging functionality system to strategically send push notifications during app updates, content releases, or any changes. This initiative resulted in a significant increase in the retention of weekly active users by 20-25%.
- Established brand awareness on social media with compelling content, driving significant traffic and achieving a monthly account reach of over 5,000. 10% of accounts visited the brand website or app store, resulting in a 12% download rate. This initiative provided valuable insights into user preferences, guiding tailored product development.

## **Teladoc Health (IPNOS - BetterSleep App) - Montreal, Quebec September 2018 - May 2023**

Teladoc Health is a pioneer in virtual healthcare, providing comprehensive solutions for primary care, mental health, chronic care, and more, empowering individuals to improve their well-being and lead healthier lives.

### **Product Manager**

As a Product Manager at Teladoc Health's BetterSleep app, I focused on optimizing the user journey, addressing drop-off issues, enhancing the first-time app user experience, and driving overall app engagement through strategic initiatives.

- Innovated by introducing a new segment within the app, focused on Sleep Music, which significantly contributed to a 35% increase in trial-to-paid conversions.
- Addressed a critical issue where 80% of users were dropping off at the homepage by implementing a streamlined design, resulting in over 60% of users finding their desired content. This significant improvement enhanced user engagement and satisfaction, driving overall app performance.
- Led content enhancement initiative: introduced intuitive layout, enriching user experience and streamlining content discovery, resulting in a 16% increase in content engagement rate.
- Optimized app onboarding with immersive background sounds and personalized goals, resulting in an 11% increase in completion rate and a remarkable 7% surge in free-to-trial conversions.
- Led multifaceted enhancements to the Music screen, driving a substantial 40% increase in content plays and a commendable 24% boost in listening rates. These improvements directly contributed to elevating the product's performance.
- Introduced groundbreaking feature: professionally curated playlists, resulting in an 18% increase in overall listening rate, enhancing product appeal.
- Spearheaded the introduction of diverse audio content genres, leading to a 12% rise in daily active users and broader audience appeal.

- Conceptualized and delivered immersive soundscapes that enhanced user immersion, resulting in a remarkable 32% increase in average user engagement.
- Played a key role in the collaborative design of a content preview scroll, which heightened user engagement by 14% and significantly improved overall content discoverability.

## **Education**

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Concordia University, Montreal, Quebec,  
Major in Electroacoustic Studies

Concordia University, Montreal, Quebec,  
Core Computer Science

## **Training and Certificates**

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Coursera offered by University of Virginia,  
Digital Product Management Specialization

Linkedin Learning,  
Product Management: Building a Product Strategy

Linkedin Learning,  
Design Thinking: Understanding the Process

Linkedin Learning,  
Becoming a Product Manager: A Complete Guide