

# Danil Ulmashev

---

410-460 19e Avenue • Lachine, Quebec H8S 3S2 • (514) 549-3370 • [ulmashev.d@gmail.com](mailto:ulmashev.d@gmail.com)

## Career Profile

---

**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, and User-Centric Approach. Educational credentials include BSA from Concordia and Digital Product Management Specialization certification.

## Career Highlights

---

- Conceptualized and carried to success an app feature for remote content configuration and experimentation for evaluating future hypotheses.
- Enhanced app navigation, making it more user-friendly and improving content discovery, ensuring users find the right content at the right time.
- Optimized narrated content production process involving external voice artists which ultimately led to significant reduction in early user exits and increase in user engagement.
- Streamlined content production and expedited product launches through the introduction of agile management techniques.
- Collaborated with the Apple team to feature the app's content in alignment with their important dates calendar, resulting in an increased number of App Store featurings and selections as "App of the Day."
- Successfully collaborated on a project with the Marketing team to integrate the app's features into the Amazon Halo device, significantly enhancing the app's exposure through the Amazon funnel.

## Professional Experience

---

**Teladoc Health (IPNOS - BetterSleep App) - Montreal, Quebec      February 2021 - 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 for content experience, my role involved curating engaging content and integrating it seamlessly with the app's features to enhance user enjoyment.

- Spearheaded a content enhancement initiative, introducing a more intuitive content layout that significantly enriched the user experience and streamlined content discovery. This strategic move yielded a notable 6% increase in the content engagement rate.
- Pioneered the development of a groundbreaking feature, enabling users to immerse themselves in professionally curated playlists. This innovation resulted in a remarkable 10% increase in the overall listening rate, enhancing the product's appeal.

- Collaborated on optimizing the app's onboarding process by introducing immersive background ambiance sounds and providing clear, personalized goals. This strategic approach led to an impressive 11% increase in the onboarding process completion rate and a remarkable 7% surge in free-to-trial conversions.
- Played a key role in the collaborative design of a TikTok-style content preview scroll, which not only heightened user engagement by 14% but also significantly improved overall content discoverability.
- 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.

## **IPNOS Relax Melodies App - Montreal, Quebec    September 2018 - February 2021**

Relax Melodies is an acclaimed app that enhances sleep quality through innovative features and personalized soundscapes, empowering users to achieve restful and rejuvenating sleep.

### **Product Manager**

As a Product Manager at IPNOS Relax Melodies, I played a pivotal role in enhancing the user experience and driving product growth.

- Led product development efforts to enrich the app's content offerings, resulting in a 15% increase in user engagement and a 19% boost in user satisfaction.
- 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.
- Conceptualized and delivered immersive soundscapes that enhanced user immersion, resulting in a remarkable 32% increase in average user engagement.
- Spearheaded the introduction of diverse audio content genres, leading to a 12% rise in daily active users and broader audience appeal.

## **Education**

---

Concordia University, Montreal, Quebec, 2014-2018

Major in Electroacoustic Studies

Concordia University, Montreal, Quebec, 2016-2018

Core Computer Science

## **Training and Certificates**

---

Coursera offered by University of Virginia, 2023

Digital Product Management Specialization

LinkedIn Learning, 2022

Product Management: Building a Product Strategy

LinkedIn Learning, 2022

Design Thinking: Understanding the Process

LinkedIn Learning, 2022

Becoming a Product Manager: A Complete Guide