

GEORGI BIRMAN

PORTFOLIO: georgebirman.com

Product Owner & Senior Product Designer



Personal info

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-  birmangeorgi@gmail.com
-  Based in The Netherlands | Relocating to Switzerland

Social Link

 Georgi Birman

Skills

-  Event tracking, dashboards, A/B testing, SQL, Google Analytics, Hotjar, Looker/BI.
-  Discovery, interviews, roadmap-ping, prioritization, MVP scoping, OKRs, stakeholder alignment.
-  Figma, design systems architecture & governance, user flows, information architecture, wireframing, usability testing, WCAG/accessibility.
-  Backlog management, Kanban, epics & user stories, acceptance criteria, QA/UAT, Jira, ClickUp, Confluence.
-  LLM workflow design, API integrations, Cursor, Claude Code, OpenRouter, conversational AI, technical literacy.
-  Partnership development, go-to-market, funnel analysis, CRM pipeline.

Languages

-  Russian C2 (Mother-tongue).
-  English C1 (Fluent).
-  Dutch C1 (Fluent).
-  German A2 (Actively improving).

INTRODUCTION

Product Owner with 8 years in design and 4+ years leading product across fintech and regulated SaaS. At Hestiva I grew the platform 70% in 8 months (from 10k to 17k users), delivered a +45% uplift in paid conversion through A/B experimentation, and co-created KeyScout (from 0 to 500 users in 7 months). I turn feedback and usage data into roadmaps and backlogs engineering can ship, and close the commercial deals behind them.

EXPERIENCE

Hestiva Platforms B.V.

Product Owner

FEB 2025 – PRESENT

- Grew the platform user base 70% in 8 months (10k to 17k, 18k MAU) by defining product metrics and analytics events, building activation and retention dashboards, and running structured A/B experiments across the onboarding funnel.
- Delivered a +45% uplift in paid conversion and 25% drop-off on a multi-step paywall through structured A/B experimentation across a regulated B2B SaaS environment.
- Negotiated and closed affiliate partnerships with HousingAnywhere and Kamernet, opening new acquisition channels and recurring revenue from high-intent traffic.
- Co-created and launched KeyScout, a rental notification SaaS, growing it from 0 to 500 users in 7 months while owning strategy, UX, roadmap, and go-to-market.
- Ran the full delivery loop: discovery interviews, epics and acceptance criteria in Jira/ClickUp, Figma/FigJam flows to align design and engineering, and functional QA/UAT to validate releases.

LeadMind Agency

Senior UX/UI Designer

JUL 2022 – JAN 2025

- First design hire; built and led the design team from 4 to 11, defining the UX workflows and standards that supported agency growth to 20+ employees.
- Led design for regulated property investment brands (Vondellaan Vastgoed, Thuisborg), working directly with sales and brokers; delivered the campaigns and platforms behind 25M+ raised and 1,200+ investor conversions.
- Built a centralized design system and QA gates across 4 concurrent products, cutting engineering handoff friction 30% and standardizing release readiness within Agile cycles.
- Delivered 8+ B2B platforms end to end across fintech, e-commerce, and industrial manufacturing (Tanaruz Boats, RAW Idea), partnering with marine engineers and CAD/3D-printing specialists.
- Authored product documentation and decision records under GDPR/compliance constraints, keeping technical and non-technical stakeholders aligned.

Winner of ProjectB Challenge

ISSUED BY SOGETI PART OF CAPGEMINI 2020

Developed an accessible digital concept for dementia patients and caregivers based on WCAG usability principles.

EDUCATION

Communication and Multimedia Design

THE HAGUE UNIVERSITY OF APPLIED SCIENCES

AUG 2018 – JUL 2021