

Ilnur Shabanov

Digital Product Manager

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WORK EXPERIENCE

Product Manager - AK BARS BANK

Oct 2025 – Present

Kazan, Russia

Mobile banking app with 800k+ MAU

- Owned core product flows (onboarding, payments), impacting key business metrics
- Increased onboarding & payment conversion by +12%, reducing drop-offs
- Reduced critical issue resolution time by 30%, improving product stability
- Analyzed product metrics (funnels, retention, MAU) and drove data-based decisions

Tech stack: Jira, Confluence, Figma, Firebase, Qlick, AppMetrica, Yandex Metrica

Product Manager - Kazan International Institute (Africa & MENA)

Nov 2023 – Oct 2025

Kazan, Russia

International product (Ghazal)

- Defined product strategy and roadmap for international expansion
- Led development from idea to MVP launch and early-stage product iterations
- Coordinated cross-functional teams and aligned stakeholders

Tech stack: Figma, Miro, AppMetrica, SQL

Product / System Analyst - SBER

Jan 2025 – May 2025

Moscow, Russia

Internal banking product

- Bridged business and engineering teams, improving product delivery speed and requirement clarity
- Gathered and formalized requirements, reducing rework and miscommunication

Tech stack: Jira, Confluence, Miro

Product Manager - Hockey Federation of the Republic of Tatarstan

Jan 2024 – Jan 2025

Kazan, Russia

Regional mobile app for hockey players

- Launched mobile app (0→1), reaching 1000+ users
- Defined product concept, UX and core functionality

Tech stack: Figma, Miro, Asana, Flutter

Professional Hockey Player - Hockey Club «Ak Bars»

Jun 2017 – May 2021

Kazan, Russia

- Captain of youth team; leadership under pressure

EDUCATION

PGUFSiT - Bachelor

Kazan, Russia

SKILLS

Product Strategy, Growth & Retention, Mobile Apps, Analytics (MAU, Retention, Funnels), Jira, Confluence, Figma, SQL, Firebase, Amplitude / Mixpanel, Miro, Qlik