

# Anna Gubanova

## Product Manager

Berlin, Germany | [contact@annagubanova.pro](mailto:contact@annagubanova.pro) | <https://linkedin.com/in/anna-gubanova-berlin>

Product leader with 5+ years driving SaaS, mobile, and platform products, specializing in technically complex environments. I partner closely with engineering to shape architecture, define scalable solutions, and translate business goals into robust product systems. Expert in leading cross-functional teams and delivering measurable outcomes through data-driven decision-making and iterative development.

### EXPERIENCE

**Namecheap, Inc. — Product Manager** | Apr 2023 – Jul 2025 | Germany (Remote)

- Led greenfield platform initiative (Thunderbolt messenger) from 0-1, including scalability strategy, and roadmap for multi-platform (iOS, Android, Web) environment. Coordinated 50% faster mobile features delivery through release process optimization.
- Defined mobile UX flows in collaboration with stakeholders, designers, iOS, Android, Backend, and Frontend engineers.
- Integrated digital product into the proprietary platform, accounting for cost-efficient monetisation mechanism; guided performance testing strategies.
- Used analytics and user feedback to optimize mobile onboarding, reducing drop-offs and improving engagement.
- Owned delivery management for a 20-engineer cross-functional international team.
- Regularly presented product updates and demos to an online audience of 500+, strengthening product visibility and stakeholder alignment.

**Namecheap, Inc. — Product Owner** | Nov 2019 – Mar 2023 | Ukraine, Kharkiv

- Kicked off a new product - shared web-hosting - and integrated it into a multi-product platform, accounting for B2B and B2C experience.
- Applied data-driven prioritization to reduce support costs by 20% via automation and UX improvements of product billing, significantly improving time-to-resolution and self-service capabilities for 200+ thousand users worldwide, with an overall several million active client base of the platform.
- Established all team processes from scratch: product onboarding, Scrum ceremonies, team agreements, documentation guidelines, cross-team collaboration, metrics tracking; ensured stable performance.
- Managed development of system-level and authentication products with engineering and security teams.
- Defined internal standards and improved system reliability across authentication services.
- Bridged business and engineering to ensure scalability and security goals alignment.

**Namecheap, Inc. — Customer Support Representative** | Jun 2017 – Nov 2019 | Ukraine, Kharkiv

- Supported domain transfers and website migrations across platforms. Worked with command line, DNS, and website configurations (WordPress), developing system-level understanding.

### SKILLS

**Product:** Data-informed decision-making, mobile and web product development, discovery, roadmap ownership, stakeholder management, Agile (Scrum, Kanban, SAFe), user story mapping, competitive analysis, risk management.

**Technical:** prompt engineering, Perplexity, Claude Code, SQL, Kibana Analytics, AWS Cloudwatch, NewRelic, API understanding, GCP, cloud infrastructure and microservice architecture understanding, FinOps fundamentals.

**Collaboration & Design:** JIRA, Confluence, Miro, Figma, BPMN, Smartsheet, sequence diagrams.

### EDUCATION

National Aerospace University 'Kharkiv Aviation Institute' — Bachelor's Degree in Applied Linguistics (2013 – 2017)