

KATERYNA SERHIYENKO

Product Manager | UX | Strategist

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SUMMARY

Product Manager with a proven record of delivering user-centric, revenue-driving software products. Experienced in end-to-end product lifecycle, cross-functional leadership, mobile app development, and roadmapping. Known for improving product quality, adoption, and customer satisfaction in fast-paced environments.

EXPERIENCE

Product Manager

BigMarker

📅 2021-Present 📍 Chicago, IL

- Manage a portfolio of 5+ SaaS products used by Fortune 500 clients, driving **+20% expansion revenue** while improving product adoption and strategic alignment across the platform.
- Led 0→1 development of a new product (event on-site solution) from concept through launch, scaling to **50K+ users in year one** and contributing to **+34% product revenue** growth.
- Built continuous customer insight loops (on-site testing, usage analytics, surveys) that informed roadmap priorities and **improved renewal rates by 35%**.
- Launched AI-powered automation improving content generation workflows **3× faster**, reducing manual effort for enterprise marketing teams.
- Transformed SDLC and agile delivery processes - improving requirement clarity and QA discipline, **increasing release quality by 60%** and **reducing production defects by 40%**.

Some featured products built by me and my team are Event on-site solutions, Scene Builder, Assessments, Webinar Layout, Giveaways.

Event Producer & Project Manager

BigMarker

📅 2021-Present 📍 Chicago, IL

- Drove delivery of webinar and event experiences used by **100K+ attendees** total, improving satisfaction scores and driving renewal conversations.
- Established ongoing customer insight programs that influenced roadmap priorities and reduced high-friction support issues.
- Promoted into product leadership role by demonstrating impact on customer outcomes and cross-functional alignment with engineering, design, marketing, sales, and CS teams.

Marketing & Sales intern

PRA Business Events

📅 2019-2020 📍 Orlando, FL

- Designed strategic GTM initiatives (marketing + partnerships + sales alignment) to validate product positioning and support revenue expansion.
- Created business cases and value propositions that strengthened alignment with enterprise customer KPIs and accelerated sales cycles.
- Optimized digital content strategy using insights from analysis, raising engagement **by 30%**.

EDUCATION

B.S. Event Management

[University of Central Florida](#) 📍 Orlando, FL

B.S. International Economics & Business Administration

[Kyiv National Economic University](#) 📍 Kyiv, Ukraine

STRENGTHS



Revenue Driver

Led 0→1 product execution resulting in a **34% increase** in overall product revenue at BigMarker



Customer Champion

Improved **NPS by 32%** by addressing top journey friction points



Adoption Accelerator

Raised event-app **adoption to 80%** (vs. 50–60% market average) through clear value proposition



Operational Excellence

Enhanced **release quality by 60%** through software lifecycle transformation

SKILLS

- * Product Delivery * Agile Practices
- * Product Roadmap * Strategy
- * AI Product * Data Analysis
- * Mobile App Development
- * Platform Management * UX
- * Wireframing & Prototyping
- * User Research * Leadership
- * Stakeholder Management

CERTIFICATION

[Multiple courses for product leader by Reforge, Mind the Product](#)

Comprehensive courses covering product management concepts

[Certified Scrum Product Owner \(CSPO\)](#)

Powered by Scrum Alliance

[Certified UX Designer](#)

Powered by Nielsen Norman Group

COMMUNITY

Organizations:

Mentor at [ADPList](#), Volunteer: Women in Product, Women Impact Tech, [Ukrainian IT Cluster](#) | Pro Bono CPO (2023-2024)

Presented at:

[Regional Scrum Gathering](#), [Singapore 2023](#) about product lifecycle; [Productbeats](#) about product career, 2024