

Ella Babayan, Product Manager

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LINKS

[Ella Babayan Linkedin](#), [Stanford Product Management Certificate](#)

PROFILE

Results-driven Product Manager with a proven track record in digital payments, mobile, and e-wallet solutions. Adept at translating market insights and user research into strategic roadmaps, defining clear product requirements, and leading Agile teams through successful releases. Skilled collaborator who partners with UX/UI designers, engineers, and stakeholders to deliver scalable, user-centric products on time and within budget. Multilingual communicator (Russian, Armenian) with strong analytical abilities and a passion for leveraging AI, automation, and mobile innovation to optimize processes and enhance customer experiences.

EMPLOYMENT HISTORY

Sep 2024 — May 2025	FinTech Product Manager, TELCELL OJSC	Yerevan
	<ul style="list-style-type: none">Led the end-to-end product development of a QR-based mobile fare payment solution within the Telcell mobile app, digitizing public transport token payments and deploying nationwide terminal infrastructure.Defined detailed product requirements, user stories, and wireframes to enhance the mobile user experience; facilitated Agile ceremonies including sprint planning, backlog grooming, and sprint reviews.Integrated mobile transit-payment functionality into the existing e-wallet app, launching a dual-purpose digital card enabling both transit and banking payments from a single mobile interface.Partnered with design, engineering, and business stakeholders to align roadmaps, ensure feature adoption, and support a successful network-wide rollout under the Senior Product Manager's guidance.	
Nov 2023 — Jul 2024	Content Manager & Junior Product Manager, Acba Trade LLC	Yerevan
	<ul style="list-style-type: none">Managed product content and digital assets within SAP Commerce Cloud, maintaining accuracy, consistency, and optimized user experiences across mobile and web platforms.Implemented AI-driven content automation, reducing manual entry by 30% and accelerating mobile app and e-commerce feature releases.Conducted user research and data analysis to define high-impact product requirements, authored feature specifications, and prioritized backlog items in close collaboration with engineering and UX/UI design teams.	
Aug 2023 — Oct 2023	Associate Product Manager - Intern, ACBA Bank	Yerevan
	<ul style="list-style-type: none">Supported cross-functional teams in mapping customer journeys and identifying pain points to improve user satisfaction within the mobile banking app.Conducted market research and competitive analysis to support the development of new digital banking features and in-app marketing campaigns.Assisted in defining user stories and acceptance criteria, collaborating with engineering and QA teams to ensure smooth feature rollouts and campaign execution.Ran A/B tests on proposed UI enhancements and campaign placements, analyzed KPIs (e.g., engagement rate, conversion, task completion), and presented insights to leadership.Documented process workflows, campaign outcomes, and feature performance reports, providing actionable recommendations for continuous improvement.	

EDUCATION

2025 — 2025	Product Management Certificate, Stanford University – School of Engineering	Stanford, CA - Online
2021 — 2025	Bachelor's Degree, V. Brusov State University of Languages and Social Sciences	Yerevan

SKILLS

Stakeholder Management	User story creation, acceptance criteria, backlog prioritization
Roadmap planning and stakeholder alignment	

Customer feedback analysis for product improvements	Product lifecycle management (ideation → launch → optimization)
Cross-Functional Team Collaboration (Engineering, Design, Sales, Marketing)	Go-to-Market (GTM) Strategy
Product Vision & Roadmap Ownership	OKR / KPI Definition & Management
Communication & Negotiation	Product Strategy Development
Leadership in Cross-Functional Environments	Product Analytics & Metrics
Product Strategy Development	Interest in AI and automation for process/product optimization
User Research	AI Integration & Development
Market Research & Analysis	Jira
Agile / Scrum methodology (sprint planning, backlog grooming, retrospectives)	Confluence
User Story Mapping	Figma (UI/UX Collaboration)
	SAP Commerce Cloud (content management, digital catalogs)

LANGUAGES	English	Armenian
	Russian	