

DIANA FEDOTOVA

Product Manager

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SUMMARY

5+ years in fintech fraud, AML and payment risk. Since March 2026, I've been building my own products end to end, from discovery and validation through scoping, UX, analytics and delivery. Looking for my first Product Manager role in a team where I can contribute hands-on and influence product decisions.

PERSONAL PRODUCT PROJECTS

PAPUG | B2C pet health and care product for parrot owners | Jul 2026 – Present

- Identified an underserved gap in pet tech through competitor teardowns, parrot-owner community research and market analysis before development.
- Tested early interest through a landing page, quiz funnel, paid acquisition and direct outreach, using the results to refine target segments and acquisition strategy.
- Created product documentation, an initial financial model and a phased roadmap covering the core product, admin panel and planned AI features such as chat, memory, photo analysis, speech-to-text and AI-assisted logging that turns typed or dictated updates into structured health records.
- Set up an AI-assisted development workflow using Cursor, Claude Code and Codex, moving features from requirements and specifications through implementation, testing and code review across user-facing and admin flows.
- Ran hands-on acquisition tests across Google Ads and TikTok Ads, created image/video assets with ChatGPT, Nano Banana, Higgsfield and Veo, and established TikTok and Instagram channels for organic growth.

RISKOPS LAB | Interactive training platform for junior AML and fraud analysts | Launched Apr 2026

- Took the product from idea to a working MVP with synthetic investigation cases, onboarding, structured expert feedback and a dedicated admin panel.
- Launched publicly; used Amplitude for product analytics, Sentry for error monitoring and Jira for issue tracking. Set up a Corezoid workflow to send Telegram alerts when new submissions required manual review.
- Ran basic SEO and limited acquisition through Google Ads and LinkedIn; the product still receives organic users without active promotion.
- Kept human expert feedback as the core value rather than replacing it with AI simply because it could be automated.
- Concluded that B2C potential was too narrow to justify further investment. An inbound B2B signal suggested a stronger corporate-training use case; chose not to expand because of the product work, vertical-specific content and sales effort required.

OTHER PROJECTS & EXPERIMENTS

- Built an AI-assisted planner for the SKELAR AI Lab selection in Aug 2026, covering product flow, UI, speech-to-text and structured outputs such as checklists and multi-step plans. Defined expected AI fields and clarifying questions, tested behaviour with eval cases and delivered within the selection deadline.
- Built smaller AI product experiments with conversational interfaces, adaptive follow-up flows, RAG, vector memory, topic extraction and multiple model providers, reusing useful patterns in later products.

PROFESSIONAL EXPERIENCE

IN1 | Jun 2025 – May 2026

Head of Anti-Fraud

- Worked across operations, data and engineering to turn payment-risk problems into technical requirements, detection logic and internal tooling needs.

- Defined workflows and operator requirements for an internal anti-fraud admin panel and backend fraud rules, partnering with developers on implementation.
- Partnered with data analysts on SQL-based detection rules, monitoring and dashboards to improve visibility into fraud patterns and operations.
- Designed cross-functional workflows between Support and Anti-Fraud, defining ownership, escalation paths and procedures for investigations and chargebacks.
- Built and led the anti-fraud function in an early-stage fintech covering card, crypto and SEPA flows, owning chargebacks, provider communication, escalations and operational decision-making.
- Performed fraud risk assessments across payment flows and proposed monitoring or control changes based on identified risks.

WIREX | Oct 2020 – Jun 2025

Senior Financial Crime Analyst | Oct 2024 – Jun 2025

- Covered the Team Lead role for periods of up to one month, managing a seven-person team across screening and transaction monitoring workstreams.
- Organised team work to clear a backlog and improve processes, and prepared performance reports for internal stakeholders.
- Designed automation improvements in the ticketing system for customer-contact workflows initiated by internal teams.
- Worked with external providers and cross-functional teams including data, development, fraud, blockchain analytics, support and assurance to resolve operational issues.
- Ran cross-training sessions across Financial Crime teams and supported audit preparation and documentation.

Financial Crime Analyst | Aug 2022 – Sep 2024

- Reviewed transaction monitoring and screening alerts, performed EDD for confirmed PEPs and escalated suspicious activity and risk-based exits.
- Submitted SARs to authorities and service providers and handled provider requests related to screening and transaction monitoring.
- Trained and mentored junior analysts, created training materials and process documentation, and supported the Fraud team with alerts and backlog clearance.

KYC Analyst | Oct 2021 – Aug 2022

- Supported the launch of Wirex services in the USA from the verification side and advised internal teams on KYC processes.
- Assisted the Sanctions team with PEP and Adverse Media screening and escalated suspicious activity, including internal SARs where required.
- Mentored new team members, prepared training materials and identified incidents affecting verification processes.

Verification Specialist | Oct 2020 – Sep 2021

- Conducted CDD checks for new and existing customers and verified completeness and accuracy of customer information.
- Identified fraudulent documents, escalated suspicious activity and supported customers with verification issues through the ticketing system.
- Mentored new team members and worked with Support and Compliance teams to resolve verification issues.

SKILLS

Product: Product discovery, MVP scoping, prioritisation, competitor research, validation, user flows, product requirements, funnel analysis, product analytics, process design, cross-functional collaboration

AI Product: LLM integrations, speech-to-text, structured extraction, conversational AI, RAG, vector retrieval and memory, AI contracts, evals, model/provider testing

Analytics & Product Tools: SQL, Amplitude, PostHog, Sentry, Jira, Confluence

AI-assisted Development: Cursor, Claude Code, Codex

Technical Delivery: Supabase, Firebase, GitHub, Cloudflare, Vercel

Growth & Creative: Google Ads, TikTok Ads, basic SEO, organic social, AI image/video generation (ChatGPT, Nano Banana, Higgsfield, Veo)

Payments & Fintech: cards, crypto, SEPA, chargebacks, transaction monitoring, payment providers, fraud and payment risk, AML, KYC

PRODUCT EDUCATION

Genesis Product School 5.0 | 2026 | Expected completion: Sep 2026

SKELAR AI Lab | 2026 | Expected completion: Oct 2026

SKELAR IT Analytics Intensive | May 2026

EDUCATION

Master's Degree in Business Administration | Oles Honchar Dnipro National University | 2015 – 2017

Bachelor's Degree in Ukrainian Philology | Oles Honchar Dnipro National University | 2011 – 2015