



Ronzhin Kirill

CPO / Head of Product

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↪ [LinkedIn](#), [Telegram](#)

Date of birth

26.07.1994

Skills

Product Strategy &
Roadmapping

Agile Leadership &
Cross-Functional Team
Management

Problem Seeking &
Data-Driven Decision Making

Hyper-Retail User-Centered
Design & UX Optimization

Go-To-Market (GTM)
Strategy & Product Launches

Market & Competitor
Analysis

Partnerships & Ecosystem
Development

A/B Testing & Iterative
Product Optimization

Stakeholder Management &
Product Evangelism

Compliance: AML/KYC,
Regulation

Profile

Product Leader with 6+ years in Fin-tech and digital assets.

Currently Head of Product (Custodial) for Wallet in Telegram, a leading wallet serving millions of users worldwide.

I own product strategy and execution across Core product, combining scale with simplicity in user experience. Proven track record in revenue growth, AUM expansion, and product innovation.

Passionate about making financial services simpler, safer, and globally accessible.

Key Achievements

Built **custodial Wallet** as a Telegram Mini App, scaling from zero to **9M MAU** and **\$32M ARR**.

Tripled **Swap revenue in 6 months** by implementing token listing framework, launching 180+ assets, and driving user retention/reactivation.

Scaled **Earn** from zero to **\$180M+ AUM**, introducing permanent yield options and driving **+15% monthly recurring revenue**.

Launched **Wallet Pay**, enabling in-app crypto payments for merchants and millions of Telegram users.

Built and led **KYC & Compliance team**, covering millions of users with POI verification at **80% finish rate**.

Reduced account **fraud cases 5x**, saving **\$50K weekly** through security features (passcode, biometrics, device verification).

Employment History

Head of Product, Wallet (Telegram Mini-App, Custodial Crypto Wallet), Dubai

June 2024 — Present

- Defined and executed **product strategy across Earn, Trade, and Core features**, aligning roadmap with business growth.
- Led discovery on **Advanced Trading** with retail-oriented UX, expanding adoption among non-professional users.
- Drove **segmentation & metrics framework**, focusing on Power Users to maximize retention and monetization.
- Ran growth experiments across Trade/Earn/Core (e.g., withdrawal fees, activation funnel, Earn AOV +100%).
- Introduced a **scalable Earn platform** with robust liquidity management, enabling fast campaign launches and driving **+\$180M AUM** and **+10% MRR**.
- Scaled Wallet from **5 to 180+ assets** via rapid MVP rollout, then integrated Fireblocks for on-chain support - resulting in **50% Swap revenue growth**.
- Launched **security suite** (passcode, biometrics, device verification), achieving **97% adoption** and cutting fraud **5x**.
- Built and led the **KYC & Compliance team** (multi-million user base), achieving **80% pass rate** with Sumsub POI KYC.
- Solved scaling bottlenecks in support & compliance using 80/20 prioritization, accelerating resolution cycles.

Senior Product Manager, Wallet (Telegram Mini-App, Custodial Crypto Wallet), Dubai

August 2022 — June 2024

- Launched **MVP Earn campaigns** (*Stake USDT – get TON*), attracting **\$120M AUM** at release; scaled campaigns to **1M+ participants**.
- Introduced **token listing process & claim mechanics**, growing MAU from hundreds of thousands to **6M** and driving **5x swap revenue growth**.
- Contributed to **P2P market launch**, unlocking **30% of company revenue**.
- Expanded token & network support, boosting **withdrawal revenue 10x** via USDC (TRC-20).
- Shipped **Swaps** as a new revenue stream (30% of total company revenue).
- Iteratively scaled **core wallet functions** (deposits, withdrawals, transfers, on-ramp purchases).
- Built the **first Wallet MVP Mini App** from a legacy Telegram bot ' consumer-grade product.
- Formed and led the **Core Product team**, driving mid-term planning and execution of foundational features.

Product owner, Embily (Crypto card for digital nomads and freelancers), Singapore

January 2020 — July 2022

- Built and launched the **B2C department** (EU market soft launch).
- Validated demand via 40+ interviews and secured **1,500+ card pre-orders**.
- Delivered **GTM strategy**, prototypes, and analytics (Amplitude, AARRR).

- Oversaw **API integrations** with KYC provider and card issuer, ensuring compliant onboarding.
- Key Achievement: Established Embily's **first consumer product line**, scaling to **60K MAU**.

Product owner, Co-founder, Atominvest (Crowdfunding platform for SMB)

January 2018 — January 2020

- Took platform **from 01**, financing **500+ businesses** with a total of **\$28M**; reached **\$200K MRR** and **15K MAU**.
- Achieved **15% SME retention** and **70% investor retention** by month 3.
- Built and managed an **11-person cross-functional team** (dev, ops, design, support, sales, legal).
- Shipped two product iterations, integrated with **Tochka Bank API**, and built real-time **metrics dashboard**.
- Key Achievement: Validated product-market fit and secured strategic banking partnerships.

Project Manager, Cryptoprocessing.io (Crypto payments gateway)

January 2017 — January 2018

- Managed **merchant integrations** and optimized crypto payment experience.
- Gained first hands-on experience in **crypto payments flows**.

Education

Product analytics Certificate, GoPractice

Master in international business, EAE Business School Madrid

Bachelor in international commerce, RANEPA