Liya Kostikova

Product Manager & Learning Experience Designer

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ABOUT

I'm a Product Manager and Learning Experience Designer with over 7 years of experience in the EdTech industry. With a data-driven approach and a commitment to honesty and openness, I design learning experiences that truly resonate with users.
My work focuses on leveraging technology to enhance education, from AI-powered learning paths to gamified language learning platforms. I believe in the power of innovation to transform how people learn and grow.

EXPERIENCE

Nebius Academy

Dec 2025 - Present

Product Manager, AI Skills Assessment

Led product strategy, market discovery, and commercialization of SkillCheck, an AI-powered, scenario-based skills assessment product helping enterprises make data-driven decisions about workforce capabilities, individual development, and AI transformation

- Transformed an existing AI assessment technology into a market-ready B2B product, defining its positioning, value proposition, and go-to-market strategy
- Led product discovery across hiring, workforce assessment, and personalized development, identifying AI skills assessment as a high-potential commercial opportunity
- Launched the product into the B2B market and generated $50K+ in pilot sales within six months, starting from zero
- Connected assessment insights with corporate learning and AI transformation solutions, helping unlock $100K+ in subsequent business deals
- Led cross-functional product delivery with 2 AI/ML engineers, 5 software developers, and psychometric specialists, aligning technical development with assessment methodology and customer needs

Leoni

2022 - 2025

Product Owner

Leading AI-powered learning paths platform development

- Designed and launched an AI-driven career development product for B2B clients, generating over 3M rubles in revenue within six months
- Built and scaled an online school for soft skills development for children (B2C), reaching profitability of 1M+ rubles in the first months after launch
- Led the international expansion into the MENA market, successfully delivering a pilot program and establishing the company's first local partnerships
- Partnered with ML engineers to enhance recommendation algorithms and increase user engagement through adaptive learning content

EL School

2021 - 2022

Product Manager

Managed LMS platform serving 2K+ students

- Led the end-to-end development and launch of an LMS platform enabling the full cycle of K–12 learning activities
- Achieved rapid growth to 2,000 active students after launch, with NPS of 89, COR of 70, and 80% of learners successfully passing final exams
- Managed a cross-functional team of 20+ professionals, including tutors, instructional designers, teachers, and IT specialists

Uchi.ru

2019 - 2021

Learning Experience Designer

Created gamified language learning experiences

- Designed and launched a prototype of an educational game for 3rd–4th grade students focused on Russian language learning
- Conducted in-depth user research and interviews, ran focus group testing, and iterated the product based on user insights
- Led a cross-functional team of seven (developers, UX/UI designers, and instructional designers) through the game's first launch cycle
- Developed engaging gamification mechanics that significantly improved student motivation and completion rates

Zerocoder

2018 - 2019

Learning Experience Designer

Created and launched online courses for no-code development

- Designed a series of five professional courses for adults aiming to gain new career skills, achieving NPS 80 and COR 60
- Developed all learning materials from scratch, including course roadmaps, student journey maps, narratives, and learning formats
- Collaborated with subject-matter experts to design, review, and deliver high-quality lessons for students

EDUCATION

MSUCA (Moscow State University of Culture and Arts) 2015 - 2017

Master's Degree in Cultural Anthropology

Universal University: School of Education 2023

certificate in Leadership in Education

LANGUAGES

Russian · Native **English** · Fluent (C1) **Hebrew** · Beginner (A1)

SKILLS & EXPERTISE

Product Strategy

Led product vision for 3+ EdTech platforms, actively applying product frameworks such as JTBD, CJM, and USM to shape strategy and user experience

User Research

Applied qualitative and quantitative research frameworks — including CustDev, JTBD interviews, and usability testing — to uncover user needs and inform product decisions

Data Analysis

Analyzed user behavior patterns through Tableau and DataLens dashboards, identifying insights that shaped product improvements and growth strategies

SJM

Designed creative student journey maps integrating edutainment, narrative design, and gamification to enhance engagement and learning outcomes

Educational result

Launched 10+ educational products with measurable learning outcomes and clear impact metrics

Learning Design

Designed engaging learning experiences based on Bloom's and Marzano's Taxonomies, applying learning design frameworks such as ADDIE, SAM, 4C/ID, and project-based learning