

Sofia Sergeeva

sofiasergeeva118@gmail.com

Work Experience

Son:mi – AI Beauty Tech (Start-up), London, UK	Jan 2025 - Present
Founder & Product Lead (alongside a full-time PM role)	
<ul style="list-style-type: none">Built and shipped a full-stack AI product for personalised skincare and tone analysis, spanning frontend (React), deployment (Vercel), backend and AI inference (AWS); owning roadmap definition, delivery, and iteration; tested by 80+ early users with typical sessions lasting 5–10 minutesDesigned secure, token-based authentication and user data access using Supabase (OAuth, PostgreSQL, Storage), managing profiles, image uploads, chat history, and AI interactionsArchitected end-to-end data pipelines (image upload → storage → analysis → AI response → long-term context) with a focus on privacy and reliabilityOwned system quality and production stability, reducing AI response latency from ~30s to ~10–15s, diagnosing latency spikes, data failures, broken integrations, and inconsistent AI outputs through iterative testing and prompt refinementIterated on prompt design, response formatting, memory handling, and context management to improve AI accuracy and trustLed user discovery via 100+ survey responses and 10+ qualitative interviews, translating qualitative insights into product and system improvementsSelected as a founder in a competitive alumni-only accelerator (Top 15 / 100+ applicants)	Jun 2025 - Present
Reed Exhibitions (RELX) – Digital Platforms (Event Tech), London, UK	Jun 2025 - Present
Junior Product Manager	
<ul style="list-style-type: none">Led delivery of 10 large-scale event apps (10k–50k attendees) across Europe, Asia, Middle East, and South AmericaAchieved ≥40% adoption across shows, with average user satisfaction ≥4.0 / 5 (never below 3.8, including first-time launches)Owned cross-functional execution: requirements definition, prioritisation, coordination with Australia-based engineering teams, QA/UAT, and live release management under fixed event deadlinesStandardised UAT and release sign-off (test scripts, edge cases, evidence capture), improving release quality across devices and environmentsActed as the bridge between non-technical stakeholders and engineers, translating business needs into feasible solutions while managing legacy and data constraintsAdvised teams on trade-offs between custom native and streamlined web apps, balancing feasibility, timelines, and user impact	Jun 2025 - Present
Infinity Group, Microsoft Inner Circle Partner – IT Services & Digital Transformation, London, UK	Aug 2024 - Jun 2025
Junior Product/Project Manager	
<ul style="list-style-type: none">Introduced a new product documentation framework using Microsoft Loop and Copilot, improving clarity across SaaS products post-acquisitionLed company-wide rollout of an internal AI agent, establishing structured feedback loops for iteration and adoptionSupported go-to-market planning for enterprise SaaS solutions (ERP, CRM), aligning product, sales, and technical teams	Aug 2024 - Jun 2025
Cognizant – Tech Consulting & Digital Experience, London, United Kingdom	Jan 2023 - Aug 2024
Strategy & Product Associate	
<ul style="list-style-type: none">Conducted market and competitive research, analysing over 1,000 data points to define scope and prioritise features for a private healthcare provider's app MVP, ensuring alignment with user needs and business objectivesManaged the expansion of a credit rating platform, collaborating with cross-functional teams to standardise workflows, reduce reliance on legacy tools, and improve operational efficiencyOwned product documentation, writing over 100 user stories and acceptance criteria, and leading refinement sessions to maintain clarity throughout the development lifecycle	Jan 2023 - Aug 2024

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Education

King's College London, UK	Sep 2021 - Jan 2023
MSc International Management	
University of Amsterdam, The Netherlands	Sep 2018 - Jun 2021
BA Media and Information: New Media and Digital Culture	

Professional Certifications

Google UX Design Professional Certificate, Online	Jan 2024 - Oct 2024
Human-Computer Interaction (HCI) for AI Systems Design, University of Cambridge Online	Jan 2024 - Mar 2024

Leadership & Achievements

Mentorship & Volunteering, London, UK	Dec 2023 - Present
• Mentoring aspiring women founders on building a venture alongside full-time work (prioritisation, trade-offs, and execution)	
• Volunteering at middle schools to teach students enterprise skills and inspire early interest in tech	
• Mentoring 3 graduates on career development	Sep 2021 - Jan 2023
Elected Programme Student Leader, King's College London, UK	
• Elected by 120 students to represent the cohort and communicate feedback to faculty	

Skills & Interests

Languages

- Fluent in English and Ukrainian
- Intermediate proficiency in Hindi; Beginner proficiency in Spanish

Technical Proficiencies

- Product & Delivery: Agile (Scrum & Kanban), UAT & QA, stakeholder management
- Design & Collaboration: Figma, Notion, Miro, Jira
- AI & Systems: LLM-based product development, prompt design, system prompting, prompt engineering, AI evaluation. Tools: ChatGPT, Cursor, Claude, Gemini, Copilot Studio

Interests

- Improv theatre and gardening