

# Artem Avdacev

Senior Product Leader for ML & Data Products  
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## Senior Product Manager, Growth & Technical SEO

*Outschool*

Feb 2022 – Aug 2024

*Remote*

- Established and led Growth Experimentation team and grew experimental volume by 4x.
- Lifted engagement & cut bounce rate by 35% through incremental redesigns of New User UX.
- Expanded keyword footprint via programmatic SEO strategy, yielding 25x lift in category page traffic, and 25% YoY lift in organic New Buyers.
- **Trust & Safety:** Led the development of Outschool's fraud & abuse detection platform.
- **i18n:** Led Outschool's first localization effort to unlock the South Korean market.

## Co-Founder, Product

*SBX Robotics (YCombinator W 21)*

March 2020 – Oct 2021

*Remote*

- SBX offered a 10x speedup for computer vision projects by using synthetic training data. [1] [2] [3]
- Our clients' robots performed tasks nearly impossible for traditional computer vision methods. [4]
- Raised \$1M+ seed round after participating in YCombinator & Creative Destruction Lab.
- Hired 5 employees: 2 technical artists and 3 engineering interns.

## Travel Break

*Sailed across the Pacific Ocean, dove with sharks, hiked the Himalayas, busked, and filmed mini-documentaries*

Jan 2018 – July 2019

## Product Manager - Trust & Safety

*Yelp*

Sept 2014 – Dec 2017

*San Francisco, CA*

- Responsible for all of Yelp's abuse prevention efforts – a team of 20 engineers and 5 analysts.
  - 150M+ reviews, spam & bot detection on social platforms, anti-scraping, and payment fraud.
- Led campaign against solicited reviews on Yelp using tech, media, and internal policy: [5] [6] [7]
- Regularly reported to the CEO, and liaised with Legal and PR.
- Led development of machine learning pipelines to replace rule-based abuse detection systems.
- Formed a team of 5 Fraud Analysts to discover new attacks and help train ML models.
- Led recruiting for Yelp's Associate PM program, conducted 100+ PM and Data Science interviews.
- Returned in Aug 2019 for a 4 month contract to assist with a leadership transition.

## Data Mining Engineer

*Yelp*

Sept 2010 – Dec 2010 (*intern*); Sept 2011 – Sept 2014

*San Francisco, CA*

- Designed and led the implementation of a real-time distributed framework for spam detection.
- Improved the detection of fake and misleading reviews – Yelp's review recommendation software.
- Mentored 7 engineering interns, onboarded new hires, and developed training programs used by all developers at Yelp. Conducted 100+ engineering interviews.

## PM Intern - Windows

*Microsoft*

Jan 2010 – Apr 2010

*Redmond, WA*

## EDUCATION

### Bachelor of Software Engineering (with distinction)

*University of Waterloo*

2005 - 2011

*Waterloo, ON, Canada*