

# STOYAN VASILEV

PRODUCT LEAD - CRYPTO

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## EDUCATION

**BFA / New Genres**  
San Francisco Art Institute  
2005 - 2008

## EXPERTISE

- Product Management
- User Experience Design/Research
- Blockchain
- Decentralized Applications
- Mobile Wallets
- Agile Software Development
- Open Source Development
- Strategic Leadership
- Creative Direction
- Startups Co-founder

## SOCIAL

 [linkedin.com/in/stoyanvasilev](https://www.linkedin.com/in/stoyanvasilev)  
 @st074n

## I MAKE COMPLEX TECHNOLOGY EASY TO USE

” For the last 4.5 years I've been turning concepts into interfaces, which millions of people in the crypto space use.

Previously, I was the product lead for a cryptocurrency wallet and decentralized applications browser.

Prior to working in crypto, I co-founded 3 startups, ran a small design & development agency in NYC, and coded hands-on for 6 years.

## RECENT WORK EXPERIENCE

### Product Manager

Confidential / 2020 - Present

In recent years I've been responsible for the crypto deposit/withdrawal experiences across all mobile and web applications of an exchange.

### Wallet and Decentralized Apps Browser Product Lead

æternity Blockchain / 2019 - 2020

æternity's Base æpp was the official wallet & dæpps browser funded by the æternity Foundation. This product had two distinct audiences of users: dapps developers and end users. It also provided full support for Ledger & Trezor hardware wallets.

As a product lead for the Base æpp I planned and coordinated the development of new & existing features (targeting both user groups), collected user feedback, and drove the continuous evolution of the product.

- Amongst many responsibilities I managed the design & development of: a blockchain naming system, paper wallet functionality, improved onboarding, and internationalization across all interfaces.
- Ran agile, open source, software development via GitHub/ZenHub and managed a weekly release cycle (to iOS, Android, mobile and desktop web).
- Specified and managed a decentralized apps metadata standard.
- Ran community-facing biweekly video and written product updates.

### Usability and Decentralized Apps

æternity Blockchain / 2017 - 2019

æternity is a next-generation blockchain and smart contract platform optimized for scalability, privacy, and transaction speeds. At æternity I oversaw the bootstrapping of a decentralized apps ecosystem from the perspective of usability & wrote the official blog updates which kept the community abreast of the dapps ecosystem evolution.

### Co-founder / Product Lead

Playy / 2014 - 2017

Playy was one of TikTok's primary early competitors. Playy sourced music directly from independent producers and labels. At Playy I conceptualized, raised funds, oversaw the development of, launched & iterated on the Playy mobile product.

### Co-founder / Product Lead

Sesh / 2015 - 2016

Sesh was an Airbnb for music recording studios, rehearsal spaces, talent, and gear. At Sesh I discovered the needs of musicians and entrepreneurs. Oversaw the delivery of the Sesh iOS app. Co-developed business model and mobile product strategy.