ALEX USPENSKIY

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EMPOWER & MOTIVATE TEAMS | BUILD GREAT PRODUCTS | GLOBAL IT LEADERSHIP

Building great products that solve real-world problems for customers

Managing a portfolio of multiple cross-platform (iOS, Android, and web) engineering teams. Defining and implementing strategic product roadmaps, built and led high-performing teams, and delivered measurable results. Skilled communicator and facilitator adept at managing complex $10-100 million dollar projects from inception to implementation. Cloud certified architect (AWS, Azure). Agile certified expert (CSM, SAFe). Additional expertise includes:

- Large scale Program, Agile (SAFe 5.0) and Project Management
- Budget Management
- Vendor Management
- Technical and Architect Management
- Risk Management
- Change Management

- Release Management
- Strategic Planning
- Process Development
- Relationship Management
- Team Building
- Problem Solving

PROFESSIONAL EXPERIENCE

SNSV Corporation   **May 2024 - Present**
Director of Information Technology/Principal Solutions Architect
• Leading strategic and tactical AWS initiatives, driving organizational transformation and enhancing business agility
• Orchestrating AWS cloud implementation strategies, serverless, architecture, guiding development teams in adopting best Agile practices for cloud-native solutions
• Establishing and implementing industry-leading development practices, elevating code quality and team efficiency
• Lead the implementation of Agile methodologies, resulting in a 20% reduction in project delivery time and a 15% increase in customer satisfaction

Levi Strauss & Co.   **October 2022 – May 2024**
Senior Mobile App Engineering Manager/Digital Architect
Member of the US Mobile Engineering team (Digital Department), tasked with distributing and constructing the Levi's Mobile Application
• Managed personnel across a 30+ person distributed engineering team in the Americas and India. Established and refined engineering best practices leading to improved performance, reduced development cycles, and improved application quality.
• Supervised the delivery of Mobile Apps for the US/CA and European regions, by overseeing the CI/CD pipeline, managing releases, and handling distribution through the Apple Store and Google Store.

Projects:
• Managed Levi's Mobile application development and delivery on a bi-weekly cadence (LSM).
• Led initiatives for Mobile Front End Architecture, including the implementation of React Native New Architecture.
• Achieved significant performance enhancements, reducing app load time from 9 seconds to 2 seconds and decreasing page rendering time by 60%.

• Enhanced user engagement metrics: increased the percentage of visitors opening the app and reaching a Product Details Page by 25% in US/CA and 50% in Europe by implementing a new search vendor.
• Improved conversion metrics: increased the percentage of visitors adding items to the cart by 10% for both US/CA and Europe.
• Increased Loyal Membership acquisition and re-engagement, reaching 2.9M in US/CA and 2.5M in Europe by changing the backend integration architecture.
• Enhanced purchase frequency by 10% for US/CA by redesigning the cart page and making UI optimization.

Levi Strauss & Co.   **October 2019 - September 2022**
Director of Information Technology
Led Digital Transformation in LS&Co Europe, managed full IT Portfolio, cloud AWS architecture, adopted Agile (SAFe 5.0) for cross-functional IT teams, integration with Shopify, salsify, SAP B1

• ERP including Apparel Mark &Tracing - implemented on time and budget, 100% integration with global LS&Co systems (SAP)
• ECOMM site ru.levi.com - new relaunch in 2020, award-winning site, traffic Y/ Y +64,3%, placed orders +470,3%, conversion rate +247%, high-performance cloud server architecture
CRM/Loyalty program - 500K+ new customers registration in 2021/22, full integration with ECOMM and Retail operations
• OMNI channel projects - Find in Store, Loyalty integration (SaaS), Reserve Online Pickup in Store
Office Move (infrastructure) - Server room (3 full racks) and LAN moved in 3 months for LS&Co office.
Projects:
• ERP (FIN, WH, Logistics, Planning) implementation project
• ECOMM/OMNI - Online Prepayments, Personalization, Buy Online Pickup in Store
• Mobile Engagement Application (including ECOMM, Loyalty, Discovery cards, and more)
Processes:
Agile/SAFe process implementation for IT projects

VTB bank   **August 2018 – August 2019**
Head of Division/Principal Solutions Architect
Spearheaded the development and support of VTB bank's Corporate Business CRM and MDM systems, leading 12 cross-functional Agile teams (120+ personnel) to deliver solutions for 10,000+ internal users. Technology stack: Python, java and C#.

• **Delivered New Features** Implemented more than 10 vital features for CRM and MDM applications, enhancing business functionality and streamlining operator workflows.
• **Increased operational efficiency:** Streamlined development processes through the successful implementation of a new SDLC (JIRA, Confluence, etc.) aligning with the global bank initiative, resulting in a **10% reduction (USD $1M) in annual outsourcing costs** through open tender negotiations.
• **Enhanced technological capabilities:** Led the migration to a modern technology stack (Java, PostgreSQL, React, etc.), enabling future scalability and improved user experience.
• **Optimized team structure:** Established a two-stream Agile model with 12 cross-functional teams (PO, BA, QA, DEV) to ensure efficient project delivery aligned with business needs.

Mary Kay Inc.   **August 2017- August 2018**
Application Development Manager
Offered technical leadership and supervised IT operations. Designed and implemented the IT AWS architecture to align with the company's strategic goals. Accountable for overseeing the overall management and performance of teams, including third-party resources. Tech stack: AWS, Shopify, Salsify, SAP B1, Salesforce

Mary Kay Inc.   **January 2008 - August 2017**
Application Development Manager
Recruited to provide technical leadership and manage IT activities around the Europe region. Develop and implement the IT development process to support the company's strategic objectives and be responsible for the overall management and performance of the teams including 3rd party resources.
Achievements:
• TOP 10 E-Commerce platforms developed and deployed to USA, LA and EMEA markets
• 10+ successfully implemented global projects related to E-Commerce, Mobile, Warehouse Management, and E-Business applications for the Europe and US region
• Strong distributed IT team of 50+ developers worldwide (US, Ukraine, Mexico, China, Korea, Russia)
• Trust and great relationship between the head office and CoE IT Team

DELL Computers   **June 2003 - January 2008**
Development Team Leader

Led distributed development teams across multiple DELL US/EMEA projects. Completed five big E-Commerce Enterprise projects.

EDUCATION
Moscow State Technical University **Master, Computer Science** · (1994 - 2001)