



# FANNI CSINCSÁK

Lead Product Manager & Consultant | ITSM, Fintech & SaaS Workflow Products  
Budapest, Hungary · EU work-eligible · Remote-first across Europe & UK  
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## SUMMARY

Lead Product Manager and Product Owner with 12 years across enterprise ITSM, fintech, SaaS, and AI-driven platforms. Scope discipline grounded in real user behaviour: cutting what the evidence does not support and shipping measurable outcomes. Leads roadmap prioritisation and requirements discovery across Engineering, UX, and business stakeholders. Recent work spans ServiceNow ITSM at enterprise scale, AI-assisted incident triage and change-creation, fintech funnel optimisation, and CRM/SaaS workflow products.

## SKILLS

**Product Management:** Product strategy, roadmapping, prioritisation, PRDs, user stories, backlog management, go-to-market (GTM), launch planning

**Workflow & Journey Products:** Enterprise ITSM, ServiceNow (Incident, Change, Problem, Knowledge, Notifications), CRM workflows, registration/onboarding, ticketing, customer engagement, automation

**AI & Data-Driven Delivery:** AI-assisted triage, predictive workflow design, AI governance for use-case portfolios, ServiceNow's built-in AI tools (NowAssist virtual assistant, Predictive Intelligence classification), applied-AI roadmaps, experimentation

**Agile Delivery:** Scrum, Kanban, behaviour-driven development (BDD), cross-functional requirements reviews, sprint planning, story readiness, release planning, Business Analyst/Product Owner practice standards, requirements discovery

**Analytics & Optimisation:** Funnel analysis, A/B testing, activation, conversion, retention, usability testing, Amplitude, Google Analytics, PostHog

**Tools & Platforms:** Jira, Confluence, Figma, FigJam, Miro, Intercom, HubSpot, Salesforce, Twilio

## PROFESSIONAL EXPERIENCE

**T-Systems International — Lead Product Manager, AI & Workflow Products (ServiceNow ITSM)** Nov 2024 – Present

*T-Systems International is a German multinational IT services and digital consulting company (Deutsche Telekom subsidiary).*

*Directs requirements discovery, story readiness, and Business Analyst (BA) practice standards across Scrum squads · Frankfurt am Main, Germany · Full-time*

- Lead AI-assisted triage across Incident, Problem, Knowledge, and Notifications modules using ServiceNow's NowAssist virtual assistant, cutting average time to acknowledge priority incidents 30%.
- Build a change-opening assistant that guides requestors, cutting average creation time from 15 to 7 minutes and improving policy compliance from 72% to 89%.
- Set the internal review framework for evaluating and prioritising new AI use-cases across the ITSM portfolio, covering intake criteria and risk assessment, with monitoring built in after launch.
- Roll out predictive workflow improvements using ServiceNow's Predictive Intelligence classification across the same modules, cutting average time to resolve 20%.
- Direct three Scrum squads and their product area leads, raising first-pass story acceptance from 68% to 82%.
- Establish the Business Analyst practice, setting requirements standards across squads and reducing engineering rework 30%.
- Introduce behaviour-driven development standards, cutting cycle time for complex items from 14 to 11 days.

**Olively.io — Founder & Principal Product Consultant** Sep 2023 – Present  
*Independent consultancy for project-based and freelance client engagements, formally founded Sep 2023 (earlier engagements date back to 2022). Runs concurrently with full-time employment at T-Systems since Nov 2024; Bankmonitor is the main retained engagement, about one day per week.*

**Bankmonitor — Product Consultant, Discovery & Experimentation** Sep 2023 – Present  
*Hungarian financial product comparison platform (loans, mortgages, accounts) · Remote.*

- Lead discovery and experimentation on high-value home loan and mortgage funnels alongside Product and Marketing leads, using Amplitude and A/B testing to guide scope.
- Track results in PostHog and Google Analytics, improving lead conversion 12% over an 8-week window.
- Interview internal teams and customers, and conduct usability testing, to identify sign-up and checkout blockers on the mortgage sign-up funnel, lifting completion rate 10%.
- Standardise reusable journey and UI patterns in Figma across Product and Engineering, reducing front-end build time 12% across two quarters.

**Kibit Solutions — Senior Product Consultant** Dec 2023 – Aug 2025  
*Audits and roadmap work for startup, bank, and multinational clients (project-based).*

- Redirected a client's planned platform migration after an audit found the real issue was feature gaps and usability, not the tech stack; returning users rose 15% and sales rose 4% after the refocus. Extended the same audit approach across clients ranging from early-stage startups to banks and enterprises, delivering findings via Kanban, Jira, and Confluence.

**System-3 — Product Consultant, AI/ML MVP** Feb 2023 – Jan 2025

*B2B AI product (applied ML) · Toronto (remote) · Project-based.*

- Designed the core data-visualisation views and interaction patterns for the MVP, then built the product demo and go-to-market materials used in the company's next funding round.

**Caviar — Product Lead (Contract)**

Feb 2022 – Aug 2024

*US product/design agency for early- and growth-stage startups · Remote · Part-time freelance. Ran alongside Canua, Feb 2022 – Jan 2023.*

- Embedded as product lead across a portfolio of early-stage and growth-stage clients spanning fintech, SaaS, and AI-focused startups, including Column Tax, Copy.ai, Roboflow, and NFT.com, owning product discovery and delivery end-to-end.
- Several clients went on to raise Series A funding post-engagement, including Column Tax (\$26.8M), Copy.ai (\$13.9M), and Roboflow (\$22M).

**Anyday Design — Lead Product Designer**

Jul 2024 – Dec 2024

*Product and design studio serving early-stage startup clients · United Kingdom (remote) · Project-based, completed Dec 2024. Ran concurrently with the final months of Olively.io consulting and the start of the T-Systems role.*

- Shipped first usable prototypes within about 8 weeks per engagement for early-stage clients including Cence, Orbit, Claimit, and Soldnest, each starting from scratch with no existing roadmap or prior research to build on.

**Canua — Lead Product Designer**

Feb 2022 – Jan 2023

*US-expat-focused fintech platform, pre-product-market fit (pre-PMF) · Delaware, USA (remote) · Full-time.*

- Cut core user journey steps 50% by simplifying two flows — FBAR (Foreign Bank Account Report) tax filing and importing transactions through PDF/CSV bank-statement parsing.
- Raised week-four retention from 20% to 28% across two releases, working from a small pre-PMF user base.
- Designed the registration and bank-data-import onboarding flow, prioritising clear guidance for users linking external financial accounts for the first time.

**TradieDigital — Product Manager**

Oct 2020 – Jan 2022

*Australian B2B SaaS suite for trade and home-service businesses (CRM, CMS, reviews, communications) · Perth, Australia · Full-time. Owned roadmap and Agile delivery for the suite.*

- Translated Sales and Marketing requirements into CRM and invoicing workflows, integrating Twilio, Intercom, HubSpot, and Salesforce. The work shipped the early-stage startup's CRM product to market; the company was later acquired by the category's market leader.
- Reduced escaped defects per release 25% and doubled release cadence through tighter sprint discipline and story readiness standards.

**AltaML / Jurisage — Senior Product Consultant**

Jun 2020 – Jan 2021

*Applied-AI company; engagement centered on Jurisage, an AI-assisted legal-tech tool · Edmonton, Canada (remote). Project-based contract engagement, run alongside the full-time TradieDigital role.*

- Shaped Jurisage, an AI-assisted legal-tech product, in its early stage by running 20+ interviews with data scientists and prospective legal-tool users, defining features and informing MVP scope; the product later raised \$1M in total funding from angel investors.

**Additional Experience**

Apr 2015 – Nov 2024

- Instructor, Budapest University of Technology and Economics — Budapest, Hungary (Jan 2018 – Nov 2024). Public technical university in Budapest. Taught UX/UI, product design, and IT/management coursework to 800+ students.
- IT Product Consultant, Toptal — Remote, multiple clients (Aug 2018 – Dec 2021). Freelance talent marketplace connecting vetted consultants with enterprise clients. Audited product and UX for enterprise clients in B2B AI and e-commerce, running user interviews and prioritisation workshops to focus roadmaps on the highest-value features and flows.
- IT Product Consultant, Deloitte — Budapest, Hungary (Jun 2019 – Sep 2019). Global professional services and consulting firm. Owned a public-sector energy client's project-tender application end-to-end, covering project plan and pricing, and delivered an early concept alongside it in FigJam, Miro, and Figma, enabling the client to submit its application.
- UI/UX Designer, Tökesúly Kft. — Budapest, Hungary, on-site (Apr 2015 – Mar 2017). Budapest studio combining client marketing work with in-house product development. Created UI/UX for two in-house products, a babysitter-search app and a grocery-ordering marketplace, alongside client marketing projects.

**EDUCATION**

**Doctoral Research, Cognitive Sciences (ABD — all coursework and research completed; dissertation not submitted)** 2019 – 2023

*Doctoral School of Multidisciplinary Engineering Sciences, Széchenyi István University*

**MS Computational and Cognitive Neuroscience (HCI)** 2017 – 2019

*Budapest University of Technology and Economics*

**MOME — Industrial & Product Design (one-year program)** 2017

*Moholy-Nagy University of Art and Design*

**BA Communication and Media Studies** 2013 – 2016

*Budapest University of Technology and Economics*

**CERTIFICATIONS & LANGUAGES**

**IBM Certified Product Owner (2025) · Microsoft Business Analyst Specialization (2025) · Google Project Management (2025) · Top 1% ADPList Mentor in Product (2024)**

**Languages:** English (Native/Bilingual) · Hungarian (Native) · German (Elementary)