

Stanislau (Stas) Kuryan

Product & Engineering Leader — subscription apps, platforms, AI-native products

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SUMMARY

14+ years building software products end to end, 8+ of them leading teams across platform, product, monetization and acquisition. Almost nine years at Apalon and Mosaic Group, IAC's subscription app portfolio, ending as Head of Platforms Engineering with a 14+ person organization and ownership of the platforms' product strategy. Since 2019 I have built and run my own subscription products, and in 2026 I made a startup usable from customers' AI tools.

SELECTED IMPACT

- Built Transaction Manager, the shared infrastructure that every subscription and in-app purchase in Mosaic's portfolio ran through (~40K purchases and renewals a day): ~40 apps, 40M+ monthly users, ~\$200M in 2019 revenue.
- Owned product strategy and led Mosaic's 14+ person Platforms organization across Product, Backend, Mobile SDK, Frontend, QA and Delivery.
- Rebuilt Seabook's onboarding and paywalls in 2025; iOS 30-day install-to-paid conversion rose from 1.2% in Q1 2025 to 4.2% in Q2–Q3 2026.

EXPERIENCE

Draftboard — Product Engineer, AI Platform & Integrations

Remote · Full-time contract · Jan 2026 – Present

Early-stage US startup that finds warm introductions inside a customer's own network. Owned the AI platform and integrations from business requirements to production, working directly with the founder in a four-person core team.

- Built the public Integration API (40 REST endpoints), which customers run from Claude, Clay, n8n and GitHub Actions; every write is metered through the product's credit wallet.
- Shipped MCP in two steps, a local npm package and then a hosted MCP server on top of the API, plus plugins and skills for ChatGPT and Codex; used Stytych, already in the stack, for authorization.
- Built Draftboard Ask, an in-product AI agent that maps a user's plain-language goal to the product's workflows and UI; owned its architecture, including a backend–frontend contract that lets new scenarios ship from the backend.
- Designed Ask's tool calling over 27 product tools with user-confirmed proposal cards for every data change or credit spend; added ~150 eval cases and replay tests from production conversations.
- Worked with customers in shared Slack channels on API and MCP questions; work fully AI-assisted with Claude Code and Codex since Nov 2024.

Independent products & consulting — Founder & Product Owner

Mar 2019 – Present (full-time Apr 2024 – Jan 2026; part-time alongside employment otherwise)

- **Seabook** (seabook.app) — marine life ID by photo (2,000+ species) and dive log for iOS and Android, rated 4.7. Profitable after paid acquisition, 540+ active paid subscriptions; annual gross revenue grew from ~\$8K in 2024 to \$23.1K in 2025.
- Own Seabook's full loop: product, UX/UI, backend, React Native, analytics, pricing and paywalls, App Store optimization, paid acquisition (Apple Search Ads, Google Ads, Meta, TikTok, Reddit), organic social and support.
- **AmPLY** (amply.tools) — a no-code platform for changing mobile onboarding, paywalls and user journeys without app releases: cross-platform SDK, web dashboard and screen builder, targeting and goal attribution, App Store price management, and an MCP server for AI agents. In early go-to-market. Co-founded with a partner who leads infrastructure and backend; I own the SDK, web dashboard, website, branding and marketing, and work on the backend too.
- **Happens** (happens.to) — AI voice journal for iOS; co-founded and shipped the MVP in under two months, owning design and marketing and stepping into engineering when needed; after the co-founder left, I run it on my own.
- **Nite** (nite.dog) — shared medication tracker for dog owners: React Native/Expo, own backend and local-first sync; iOS submitted to the App Store, Android in closed testing.
- 2024–2025: mobile product and monetization consulting for app teams. Founded Lean Way, a community of 160+ mobile app founders who share what works in app review, monetization and growth.

Mosaic Group (IAC) — Head of Platforms Engineering

Remote, company based in New York · Jul 2021 – Apr 2024

IAC's subscription app portfolio: 45 apps and 3.5M paying subscribers at the end of 2022; acquired by Bending Spoons in 2024.

- Owned product strategy and roadmap for the shared platforms, turning requirements from four portfolio businesses, BI and Data Engineering into subscription, analytics, experimentation, CRM and payments capabilities built once and adopted across all apps.
- Led a 14+ person organization through engineering leads, a product integration manager and a junior product manager; promoted an engineer into my former backend lead role and reorganized the org after company-wide layoffs.
- Owned every third-party integration into the portfolio: scoped it, wrote the requirements and drove delivery with SDK and backend engineers.
- Owned the shared modular mobile SDK, including ad modules that let apps switch ad mediation and manage ad networks remotely; much of each app's behavior was controlled at portfolio level through remote configuration.
- Ran Transaction Manager for the whole portfolio, including Clime (NOAA Weather Radar, Weather Live): purchase, device and attribution data fed BI's LTV models and the UA team's campaign optimization.
- Owned the release process and quality gates for the platform's SDKs and services.
- Connected the acquired RoboKiller app to the same infrastructure, partnered with the CRM team on the Braze rollout, and cut infrastructure costs by ~\$45K a year.

Mosaic Group (IAC) — Lead Backend Engineer

Feb 2020 – Jul 2021

- Led the full engineering team of 7 (4 backend, 2 iOS/Android, 1 frontend) on Transaction Manager, AppMessages and other shared platform products.

Apalon (IAC) — Lead Backend Engineer

Minsk · Aug 2015 – Feb 2020 (Backend Engineer until Feb 2019)

- Designed and built Transaction Manager from scratch (launched Aug 2016): purchase and subscription validation across Apple, Google, Huawei and Braintree; event streaming to Adjust and AppsFlyer; APIs for personalized subscription screens; conversion callbacks to ad networks and MMPs; an ETL pipeline into the data warehouse for BI's LTV models.
- Built Phoenix (app store A/B testing), AppMessages (in-app marketing messaging) and Configururu (remote configuration); from 2019 led a team of 5–7 engineers.

Mobitee — Lead Backend/Web Engineer

France (hybrid) · May 2012 – Aug 2015

- Grew the web team from one to five engineers through hiring, coaching and performance reviews; brought outsourced work in-house and owned infrastructure and DevOps.

SKILLS

- **Product & business:** product strategy, subscription pricing and paywalls, in-app purchases, LTV and unit economics, experimentation, attribution (Adjust, AppsFlyer), CRM (Braze), paid acquisition, App Store optimization.
- **AI:** MCP servers, in-product AI agents (tool calling, evals, human-in-the-loop confirmations), agent integrations, AI-assisted development (Claude Code, Codex), API design.
- **Engineering:** Go, TypeScript, PHP/Symfony, PostgreSQL, gRPC/Protobuf, GCP/Kubernetes, AWS, DigitalOcean, infrastructure and DevOps, React Native, Kotlin Multiplatform SDKs.
- **Leadership:** cross-functional teams (14+), managing team leads and product managers, roadmap ownership, hiring, reorganization.

EDUCATION

Belarusian National Technical University — BSc, Information Systems and Technologies, 2008 – 2013.

LANGUAGES

English — professional working proficiency · Russian, Belarusian — native · Polish — basic