Tautvydas Gylys

Senior product manager · 0→1 builder

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PROFILE

0→1 product leader: first PM at Trafi, then co-founded a consumer health startup and took it to a €1.2M seed round. Now looking for a senior, hands-on product role. AI is changing how software gets built, and the best way to understand it is to build with it; with that leverage, an experienced PM close to the product can do far more.

EXPERIENCE

Allergomedica / Self.co — At-home allergy testing, B2C — 2022 – 2026

Co-founder, CPO → CEO · Chairman from October 2026

- Repriced the €29 entry test and added upsells: average order value doubled to ~€58.
- Grew revenue 24% MoM for 14 months to ~€70k/month; closed a €1.2M seed round.
- Built the direct-to-consumer product with allergists in two months.
- Launched Self.co in Germany and the UK, built AI-first with our CTO: ~€110 AOV, ~€25k/month within months.

Trafi — Mobility-as-a-service platform for cities — 2016 – 2021

First Product Manager → Product Director

- Scaled the product function from the first PM to 7 PMs plus a researcher.
- Led the teams that owned the experience of one of the first multimodal mobility apps (~1M monthly active users) and the white-label city platform that followed.
- The platform powered city apps in Vilnius, Berlin (Jelbi), Munich (MVG) and Switzerland (SBB); Enghouse acquired it in 2025.
- Organised teams around the traveller's journey: ride revenue and 7-day conversion across city apps doubled in a year.

Vinted — Second-hand fashion marketplace — 2014 – 2016

Product Manager

- Grew GMV per active user by introducing new categories.
- Validated a new seller service without building it: ~3,100 applications against a 600 target.

The Frontiers — Design and product academy, run alongside full-time roles — 2015 – 2024

Founder

Grew a solo UX course into a multi-instructor academy for design, product and engineering leadership; 250+ people trained.

UX freelance designer — 2011 – 2014

AI BUILDS

- **Allergy report assistant** – chat demo that explains a person's test results, answering only from their report and supplied context.
- **Age of Empires II assistant** – in-game reminders to keep production queued up.

EDUCATION

Tradecraft, San Francisco — 2014

Product design · inaugural cohort

ISM University of Management and Economics — 2008 – 2012

BA Economics · exchanges at Singapore Management University and BI Norwegian Business School

SKILLS & LANGUAGES

Product discovery and user research · 0→1 products · B2C growth · AI prototyping and daily AI workflows for research, analysis and content

Lithuanian (native) · English (professional working) · Russian (limited working)