ANNA BARTO

PRODUCT MANAGER · APPLIED AI BUILDER · EX-GOOGLE & YOUTUBE

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Portfolio: annabarto.com | **Writing:** medium.com/@annabarto | **GitHub:** github.com/bartoska-git
Based in Zürich | Open to European opportunities

Product manager and applied AI builder with 14+ years across creator platforms, developer ecosystems, and financial media. Career spans strategy and advertising at Google, partnerships and product discovery at YouTube, user research & experimentation at a developer media lab, and 0→1 product building at startups. Currently building with AI: RAG systems, LLM pipelines, and AI-assisted development. CSPO®.

CORE COMPETENCIES

AI Strategy & Prototyping | Applied AI Architecture | Basic SQL | Product Strategy & Execution | Hypothesis-Driven Discovery | 0→1 | User & Market Research | Growth Strategy | Cross-Functional Leadership | Agile (Scrum)

PLATFORM & TOOL EXPERTISE

AI Prototyping & Dev
Claude Code, Lovable, Magic Patterns, Streamlit

APIs & Backend
OpenAI API, Supabase (pgvector), GitHub Actions

AI Assistants
NotebookLM, Perplexity, ChatGPT

Automation & Collaboration
Relay.app, Airtable, Miro, Asana, Buganizer (Google's JIRA equivalent)

Analytics & Performance
Google Analytics, PostHog, YouTube Analytics, Optimizely

Design & Digital Assets
Figma (Basic), Adobe Suite (Basic), Canva, Artlist, Frame.io

SELECTED AI BUILDS

• **Personal AI DJ (RAG System):** Built a music retrieval system across 2,700+ songs using multi-source data enrichment (GPT, web search, Last.fm) and vector similarity search via Supabase + pgvector, enabling natural language queries like 'melancholy songs I haven't played in a while'. [github.com/bartoska-git/personal-ai-dj]

• **AutoFlow (LLM-Powered Onboarding Prototype):** Addresses automation tools' onboarding blank canvas problem with a two-call LLM architecture: an input classifier + a personalised workflow generator. Built in Lovable with OpenAI API. [github.com/bartoska-git/autoflow-prototype]

• **annabarto.com (AI-Assisted Development):** Full-stack portfolio site built end-to-end with AI tools: wireframe (ChatGPT), design (Magic Patterns), code and testing (Claude Code), deployment (GitHub Actions). [github.com/bartoska-git/annabarto.com]

SELECTED PRODUCT HIGHLIGHTS

• **Built 0→1 Product Portfolio at Moniify, Product-Led Media Startup:** Within six months, developed three video-first products, each built around a distinct audience or market insight; launched two; and hired 20+ hybrid product-editorial team. [annabarto.com/moniify]

• **Ran AI Dubbing Experiment at Google:** Led experimentation with GenAI translation, voice cloning, and lip-sync modeling for developer content. Achieved 3× adoption rate vs. subtitles; ~70% cheaper than human dubbing. [annabarto.com/ai-dubbing]

• **Doubled Developer Audience via Research-Led Insights:** Ran end-to-end user study (387 responses; 95% confidence for 210K UMV) surfacing audience needs. Doubled reach and boosted engagement ~20%. [annabarto.com/developer-insights]

PROFESSIONAL EXPERIENCE

hgs Consultants   Nov. 2025 – Present
Independent Consultant, Product & Media

- Providing product and media consulting to early-stage startups, focusing on product strategy, user research, and AI-assisted prototyping.

Google Developer Product Marketing   May 2025 – Aug. 2025
Acting Executive Producer (Parental Leave Cover)
(Contracted via Randstad Digital Switzerland)

- Conducted market research to support 2026 product marketing planning for Google's developer ecosystem.

Moniify   Jun. 2024 – Mar. 2025
Product Lead

- Owned end-to-end product lifecycle for three 0→1 video-first products, from discovery through launch. [See Selected Product Highlights]
- Reported to CPO of Moniify, a stealth-stage media startup reinventing business and tech news.
- Conducted user, market, and competitive research to shape product hypotheses and guide iterations.
- Designed Airtable workflow systems automating 10K+ manual handoffs annually across 700+ video workflows. [annabarto.com/airtable-app]
- Partnered with analytics, design, and engineering on data requirements and website feature prioritization.
- Drove format prototyping and A/B testing to refine engagement and retention.

Google Developer Media Lab   Feb. 2018 – May 2024
Senior Producer, Media Innovation & Research
(Contracted via Advanced Systems Group)

- Led product initiatives including user research (contributing to 2× developer audience growth), AI dubbing experimentation (3× adoption vs subtitles), accessibility, and cross-platform growth experiments (146% and 247% increases in downloads). [See Selected Product Highlights & annabarto.com/cross-platform-delivery]
- Promoted from Producer to Senior Producer in Google Developer Media Lab, a content innovation unit serving developers across products such as Google Search, Google Maps Platform, and Quantum Computing.
- Partnered with developer relations and product marketing to align content strategy with product objectives.
- Managed a team of 4 producers, $1M+ budgets, and coordinated production teams across the US and EMEA.

YouTube   Sep. 2014 – Jul. 2017
Strategic Partner Manager

- As a 20% initiative, led product discovery into creator crowdfunding combining SQL, market analysis, and qualitative insights. [annabarto.com/creator-crowdfunding]
- Owned regional go-to-market strategy for YouTube Partner Program, enabling monetization for 1M+ channels and 100M+ weekly views across 10 EMEA markets. [annabarto.com/youtube-gtm-strategy]
- Received YouTube North Star Award (2016) for exceptional impact in driving adoption of mid-roll ads feature, contributing to 30% increase in Revenue Per Hour.

Transform@lab   Jun. 2014 – Sep. 2014
Project Manager, Transmedia

- Led prototyping and design of Transmedia Academy, an experimental education product blending a tablet app, MOOC, and interview-based web series, testing new approaches to cross-platform storytelling.
- Transform@lab was a cross-platform development lab in partnership with Creative Europe MEDIA.

Google   Jun. 2011 – Aug. 2014
Audience & Media Strategist, Digital Advertising

- Developed integrated marketing models with agency partners across YouTube, display, search, and mobile.

EARLY VENTURES

Lafluence (Founding Team, Pre-Launch): Contributed product strategy and creator insights during development of influencer marketing marketplace (now leading CEE player); exited pre-launch. | Feb. 2016 – Nov. 2017

EDUCATION

BSc: Business, Language & Culture (research-based degree taught in English & Spanish), Copenhagen Business School (Denmark) | 2008 – 2011

SELECTED PROFESSIONAL DEVELOPMENT

Product Management & AI:

- Reforge: AI Strategy, AI Productivity for Product Managers, Mastering Product Analytics (2025)
- Scrum Alliance: Certified Scrum Product Owner (CSPO®) (2025)