

# ADRIAN BUCKA

Product Manager · AI & User-Centered Design

Berlin, Germany · +49 152 3433 5982 · [adrian.bucka@gmail.com](mailto:adrian.bucka@gmail.com) · [adrian-bucka.de](https://adrian-bucka.de) [portfolio website]

## PROFILE

---

Product Manager leading GenAI development at CHECK24 — 13 LLM features shipped in 11 months, A/B testing and funnel analysis infrastructure built from scratch, partner dropout cut from 58% to 31%. Foundation: User research at Spotify and an HCI master's from KTH Stockholm and Université Paris-Saclay.

## WORK EXPERIENCE

---

### Product Manager – AI Taskforce Lead Jul 2025 – Present

CHECK24 Vergleichsportal Profis GmbH | Berlin, Germany

- ▶ Own end-to-end product responsibility for **13 GenAI/LLM features shipped within 11 months** — from discovery and concept through prompt & tool design and technical specification to launch, monitoring, and iteration — across customer-facing product, customer-service automation, and internal tooling
- ▶ Lead a cross-functional AI Taskforce of multiple engineers and two data scientists, including **functional leadership of the Data Science team**: roadmap planning, technical alignment, capacity coordination, and regular feedback
- ▶ Shape product roadmap and backlog in **direct alignment with executive management**; define and steer central KPIs across pricing accuracy, data quality, user behavior, and product performance
- ▶ **Built A/B testing infrastructure and a tracking funnel from scratch** — designing, running, and evaluating experiments to derive product strategy decisions from data where feedback loops were previously absent
- ▶ Prototype end-to-end with Figma, Cursor, Claude Code, and v0 without a dedicated design team — validating requirements before engineering investment and shortening feedback cycles

### Junior Product Manager Jul 2024 – Jun 2025

CHECK24 Vergleichsportal Profis GmbH | Berlin, Germany

- ▶ Owned onboarding end-to-end for CHECK24 Profi's moving-company partner platform — **800+ active service providers** representing the core revenue base — from discovery through post-launch iteration
- ▶ **Reduced partner dropout from 58% to 31%** by building SQL data models and conversion analyses to pinpoint drop-off points, translating findings into prioritized backlog items and roadmap decisions
- ▶ Ran continuous discovery — user journey analyses, hypothesis testing, and structured feedback campaigns — directly informing UX improvements and funnel optimization

### User Researcher – Master Thesis Jan 2023 – Jun 2023

Spotify | Stockholm, Sweden

- ▶ Conducted an independent qualitative study embedded in Spotify's product organization on music-streaming behavior; translated thematic-analysis findings into product recommendations shared with cross-functional stakeholders

### User Research Intern Jun 2022 – Sep 2022

Spotify | Berlin, Germany & Stockholm, Sweden

- ▶ Got the **only internship position at Spotify in Germany**, with more than 90.000 global applications
- ▶ Led 3 independent research projects — user interviews, usability tests, market analyses — with direct stakeholder reporting, informing product conception and prioritization across multiple teams

### Working Student – Chatbot Development & UX Mar 2020 – Apr 2021

BOTfriends | Würzburg, Germany

- ▶ Designed conversational interfaces and chatbot flows for enterprise clients; conducted user research informing the BOTfriends X platform

### Tutor – Media Informatics Oct 2017 – Sep 2019

Julius-Maximilians University | Würzburg, Germany

- ▶ Taught JavaScript, HTML, CSS, and data encoding to 100+ first-year students across 3 weekly courses — full teaching responsibility at age 19

## EDUCATION

---

### **M.Sc. Human-Computer Interaction & Design (M2)** Aug 2022 – May 2023

*KTH Royal Institute of Technology | Stockholm, Sweden*

Grade 1.3 (German scale, 1.0 = best) · Master thesis at Spotify, grade 1.0 · Focus: Multimodal Interaction, Physical Interaction Design

### **M.Sc. Human-Computer Interaction & Design (M1)** Sep 2021 – May 2022

*Université Paris-Saclay (EIT Digital) | Paris, France*

Grade 1.3 · Focus: User-Centred Design, Advanced User Research, Creative & Interactive Design

### **ERASMUS – Computer Science & Psychology** Sep 2019 – Mar 2020

*Eötvös Loránd University | Budapest, Hungary*

Grade 1.2 · Courses: Interactive ML, Serious Games, Behavioural Psychology

### **B.Sc. Human-Computer-Systems** Oct 2017 – Mar 2021

*Julius-Maximilians University | Würzburg, Germany*

Grade 1.5 · Focus: Usability Testing, Accessibility, Participatory Design, Statistics

## SKILLS & TOOLS

---

|                                   |                                                                                           |
|-----------------------------------|-------------------------------------------------------------------------------------------|
| <b>AI Product</b>                 | Prompt Engineering · Tool & Agent Design · RAG & Vector Search · LLM Evaluation           |
| <b>Data &amp; Experimentation</b> | MySQL · A/B Testing · Funnel & Conversion Analysis · KPI Design & Tracking                |
| <b>Product Craft</b>              | Product Discovery · Roadmapping · Backlog Management · Experimentation                    |
| <b>User Research</b>              | User Interviews · Usability Testing · Thematic Analysis · Journey Mapping · Survey Design |
| <b>Design &amp; Prototyping</b>   | Figma · v0 · Cursor · Claude Code · Wireframing · Conversational Design                   |
| <b>Tools</b>                      | Jira · Asana · Confluence · Postman · TablePlus · Superset                                |

## LANGUAGES

---

German (Native) · English (C1) · French (C1) · Italian (B2)

## ACHIEVEMENTS

---

- ▶ EIT Digital Scholarship Winner 2021
- ▶ EIT Digital Summer School Winner 2022