

Cristian Selar

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Summary

Product & marketing focused founder who bootstrapped and scaled an AI product to \$50K ARR in 6 months (part-time as a Greek student), owning product and growth end to end.

Experience

Cofounder, Product & Growth, Tutie AI (Feb 2024 – Present)

- Bootstrapped and scaled an AI study assistant to **\$50K ARR in 6 months**, built **part-time** by a 3-person student team in Greece
- Led the pivot from a note-sharing product (Uninote) to an AI tutoring platform to unlock a scalable business model, after finding out that 40% were copying notes to ChatGPT
- **Owned product end to end:** user research, UX design (Figma), front-end development (React → Next.js), analytics, and iteration
- Fully redesigned and rebuilt the product using **Next.js, TypeScript, Tailwind, shadcn/ui**, optimizing every change for conversion, retention, or revenue
- Drove user acquisition from 0 to 24K through data-driven growth campaigns including offline QR sticker campaign (5,000 scans, first 600 users) and UGC exam content (3M organic views), achieving **7M+ impressions with zero ad spend**

AI Trainer / Prompt Engineer, DataAnnotation (NY, US – Remote, Jan 2024 – Jan 2026)

- Contributed to the **training and evaluation of large language models** used by **leading AI organizations**
- Evaluated model outputs, identified failure modes, and provided structured feedback to improve quality and alignment
- Worked on tasks related to front-end, design, and code generation, strengthening practical AI-product intuition
- Developed strong expertise in **prompt engineering**, evaluation rubrics, and quality standards

Sales Roles, BAT, Pop-Air (2022 - 2023)

- Early experience in sales, developing strong communication skills and customer intuition
- Contributed to revenue growth through direct customer interaction

Education

Athens University of Economics and Business (AUEB)

BSc, Management Science & Technology — 2022–2026

Technical Skills

- **Product & Growth:** Product discovery, user interviews, UX flows, funnel design, conversion optimization, analytics-driven iteration, A/B testing

- **Design & Front-End:** Figma (UI/UX), React, React Native, Next.js, JavaScript/TypeScript, HTML, CSS, Tailwind CSS, shadcn/ui, and other component libraries
- **Growth & Distribution:** UGC strategy, organic acquisition, viral loops, short-form content, editing, onboarding optimization
- **Analytics & Tooling:** Product analytics, KPI design, funnel analysis, Mixpanel, Google Analytics
- **AI & Back-End:** Prompt engineering, LLM evaluation, AI product integration, Python

Achievements

- 2nd Place - Athens Negotiations Tournament (2025)
- 1st Place – EU Negotiation Simulation Plus+
- Awards at AI Hackathons - Athens Center for Entrepreneurship & Business (ACE) & OpenConf
- 4th place – Greek Economic Olympiad (2021)
- 11th place – Greek Programming Olympiad (2020)