



ТОВ "Мікс-лайн"
Харків, проспект Ново-Баварський 120
моб. +380950445242, 0995509538
e-mail: ml.sales@mix-line.com.ua

Letter of recommendation

I, Oleksandr Strashnyi, owner of MixLine, a company specializing in the production of HoReCa furniture (for cafés, bars, restaurants, and fast-food venues), hereby confirm that Mykhailo Lypenko collaborated with our company remotely as a Digital Product Manager (Website Development Manager) from August 25, 2024, to early June 2025.

During his time with us, Mykhailo proved himself to be a proactive and competent professional, capable of effectively combining strategic vision with practical implementation. His main responsibility was to oversee the development of MixLine's corporate website — from aligning project goals with the owner to coordinating the work of the marketing and development teams.

Thanks to his systematic approach and ability to understand different perspectives within the process, Mykhailo successfully:

- Increased the company's online sales by over 30% by restructuring the product catalog and improving the user experience;
- Optimized the website's performance, reducing page load time and positively affecting search engine rankings;
- Established smooth communication between marketing, the technical department, and management, which significantly accelerated and improved the quality of website updates.

Mykhailo consistently strived to make the product more convenient for customers, demonstrated attention to detail and strong business awareness, adapted quickly to change, and continuously proposed solutions to enhance profitability. He possesses strategic thinking, excellent communication skills, and a strong sense of responsibility for results.

The reason for ending our collaboration was Mykhailo's desire for further professional growth and the realization of new projects in the digital field.

I am pleased to recommend Mykhailo Lypenko as a reliable and talented specialist who combines business logic, creativity, and a deep understanding of digital processes.

Owner of MixLine,

