

Bohdan Skrypka

Product Designer

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Valencia, Spain

With 6+ years in product design and 10+ years in the design field overall, I align people's needs with business goals with foolproof UX. My approach is data-driven, cost-efficient, and goal-oriented.

Work Experience

Product Designer

May 2018 - Sep 2023

Treeum | Kyiv, Ukraine

Treeum is a leading Ukrainian fintech company specializing in digital financial marketplaces and media, serving 5+ million monthly active users and empowering them with innovative financial solutions and information.

Key projects and achievements :

- **Vehicle insurance marketplace on Finance.ua**
- Increased extended insurance coverage sales by over 120%
- Improved checkout conversion rate by over 40%
- Reduced order completion time by 50%
- **Foreign exchange marketplace redesign**
- New map-oriented user interface increased paid plan sales by over 70% even though paid plans became 50% more expensive
- Improved engagement 10% increase in monthly active users and 30% more clicks on call to action button
- **Checkout form wizard (form builder for Treeum's diverse products)**
- Reduced order completion time by 60%
- Decreased bounce rate by 40%

Web and Graphic Designer

Jun 2014 - Dec 2017

Epom | Kyiv, Ukraine

Epom, is a leading company in the digital advertising and ad tech industry, where I started my design career.

- Created landing pages, static and animated banners, social media graphics, and print designs.
- Improved my design theory knowledge and software skills (Sketch, Figma, and Adobe Creative Cloud).

Core Skills

FinTech, Design Thinking, Product Design, UX Research, A/B Testing, Usability testing, Information Architecture, Design system, User Interface Design, Interaction Design, Prototyping, Accessibility, Business Metrics, Conversion Optimization, Funnel Optimization, Figma, Google Analytics, Hotjar, HTML, CSS

Education

Taras Shevchenko National University of Kyiv

Sep 2006 - Jun 2011

Master degree Political science

Languages

English (*Professional working proficiency*), **Ukrainian** (*Native or bilingual proficiency*)