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I began my career in consulting and business analysis.

Today, using modern AI tools, I build and launch IT systems myself, taking a product from idea to a working solution.

- 2025 - *Startup ventures*
now
- Currently building [priroda.tech](#) - a digital operations system for the flower shops addressing urgent digitalization needs for retail business in Spain (*Verifactu). As founder, I developed the product, now test it with clients, run the marketing, and manage the operational and regulatory steps needed to launch it in Spain.
- 2024 - *Freelance Product Builder, Outsourcing of the IT development*
2025
- Prototype app for sports league management (for [ScrumLaunch](#)) ~ 2 months
 - Prototype CRM app for tax advisory firm (for [Blackthorn Vision](#)) ~ 2 months
 - E-commerce commissions management module for the funeral homes network (for [Tribute Technologies](#)) ~ 4 months.
 - Developed a comprehensive tree of 300+ online-casino metrics, from which 72 key indicators were selected by the client for ongoing tracking and product performance analysis (NDA, ~ 1 month)
 - Redesigned the deposit-flow experience for several casino platforms (incl. [kingmaker.com](#) as an example), identifying effective behavioural triggers and preparing wireframes and a delivery backlog adopted later by the client's internal team. (example site [kingmaker.com](#) ~ 1 month)
- 2023
(1 year)
- Lead Product Owner*
- [Boosta](#), **Essay writing services (B2C, US market** [papersowl.com](#), [edubirdie.com](#), [mysupergeek.com](#))
- My goal was to reduce the release time of new product sites and clarify prioritization of tasks for the development team of about 50 people (product, marketing, engineers)
 - Organized 3 scrum teams, cleared and reprioritized their backlogs, re-launched SDLC flow so that new product sites and big initiatives were developed and released 3x faster
- 2019 - *Product Manager*
2022
(3 years)
- [Takeoff Technologies](#), **E-grocery automation (B2B SaaS, US and UAE)**
- My [domain](#) was about scalability of the product. I lead 2 scrum teams as a Product on a daily basis and worked with clients' (grocery shop networks) to get insights about their internal operations and make sure they can gain the most from the solution
 - Result: Before it took ~ 3 months and thousands of labor hours for developers and QAs to onboard new Retailer. After - 3-4 weeks.
- 2017 - *Lead Business Analyst*
2019
(2 years)
- [Eleks LLC](#), **IT Outsourcing (The client - [Kernel](#), Ukrainian agricultural company)**
- Client was the largest agricultural company in Ukraine, managing 7,500 fields and a fleet of 12,000 machines. They needed one simple system to plan work, coordinate machinery, and support agronomists and engineers in daily operations. My team consisted of 50+ IT engineers, i was responsible for scope, logic and client expectations
- 2011 - 2016 *Operational Business Consultant*
(5 years)
- [EY](#) **(Business Consulting, 13 different projects across Ukraine and Kazakhstan)**
- Operational consultancy for big corp clients: banks, government institutions, factories
 - I helped top-management to reduce operational costs, frame up processes and plan necessary IT automations