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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 - now	<i>Startup ventures</i> <ul style="list-style-type: none">• 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 - 2025	<i>Freelance Product Builder, Outsourcing of the IT development</i> <ul style="list-style-type: none">• 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)	<i>Lead Product Owner</i> Boosta, Essay writing services (B2C, US market papersowl.com, edubirdie.com, mysupergeek.com) <ul style="list-style-type: none">• 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 - 2022 (3 years)	<i>Product Manager</i> Takeoff Technologies, E-grocery automation (B2B SaaS, US and UAE) <ul style="list-style-type: none">• 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 - 2019 (2 years)	<i>Lead Business Analyst</i> Eleks LLC, IT Outsourcing (The client - Kernel, Ukrainian agricultural company) <ul style="list-style-type: none">• 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 (5 years)	<i>Operational Business Consultant</i> EY (Business Consulting, 13 different projects across Ukraine and Kazakhstan) <ul style="list-style-type: none">• 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