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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.

2023 *Lead Product Owner*

(1 year) **[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, design..)
- 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 times faster

2019 - *Product Manager*

2022 **[Takeoff Technologies](#), E-grocery automation (B2B SaaS, US and UAE)**

(3 years)

- 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 **[Eleks LLC](#), IT Outsourcing (The client - [Kernel](#), largest Ukrainian agricultural company)**

(2 years)

- 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 the product logic, design and that it clearly meets client's 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