KOSTIANTYN KOVALCHUK

PRODUCT OWNER | WEB DEVELOPER

Contacts

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🌐 <u>Linkedin</u>

Core Skills

- Product Ownership · Agile / Scrum / Kanban · Stakeholder Alignment
- Product Lifecycle Management · Mobile Experience Design
- User Story Writing · Roadmapping · Sprint Planning
- API Integration · MVP Delivery · Research & Discovery
- Customer Journey Mapping · KPI Definition & OKRs
- JIRA · Miro · Figma · Notion · Trello
- React (basic), JavaScript, HTML/CSS · Git/GitHub

Education

- Bachelor of Journalism - Zaporizhzhia National University
- Full-Stack Web Development Program - Migracode Barcelona (2024 - 2025)

Languages

- English - Fluent
- Spanish - B2
- Ukrainian - Native
- Russian - Fluent
- French - A2

About Me

Experienced project leader with 10+ years of cross-functional team leadership and a strong foundation in product strategy and user experience.

Proven success in building customer-centric web and mobile applications from concept to launch. Comfortable bridging creative vision with technical execution across mobile and web platforms.

Professional Experience

Full-Stack Web Developer - Migracode Barcelona
2024 - 2025 (Training Program)

- Delivered full-stack web applications using HTML, CSS, JavaScript, React, and Firebase.
- Participated in agile sprints, backlog grooming, sprint reviews, and API integration.
- Gained hands-on understanding of customer experience design, end-to-end feature delivery, and DevOps collaboration.

Content Specialist - REW Technology (Remote)
2021 - 2023

- Collaborated with development and marketing teams on product positioning, messaging, and digital storytelling.
- Created and deployed over 300 strategic content pieces, increasing user engagement by 35%.
- Contributed to roadmap alignment, feature launches, and stakeholder feedback loops.

Founder & Product Owner - MASLO Creative
2018 - 2021

- Led UX-driven digital campaigns and brand activations for clients in Spain and Ukraine.
- Owned the product lifecycle from idea to delivery-across strategy, scoping, team resourcing, and execution.
- Managed launch roadmaps and provided stakeholder updates across design, content, and technology tracks.

Senior Creative Director - DMG, Beijing
(Auto Client: FAW Group - VW/Audi)
2016

- Directed creative and digital teams on one of China's largest vehicle campaigns (FAW Group).
- Designed customer journeys from purchase to delivery, aligning media and technology for premium engagement.
- Worked cross-functionally with business units, engineering vendors, and media partners.