



ANDREY KOVALOV

Full-Cycle UX/UI Designer & Developer

Full-cycle web designer and developer with 4+ years of experience. I independently handle the entire product lifecycle — from UX research and UI design to development, SEO, and analytics. Proficient in AI-assisted workflows. Focused on conversion-driven results and measurable outcomes.

[PROJECT EXPERIENCE]

[Mopiko](#) · mopiko.pl

2026

Cleaning company in Poznań. A site that gives the price without a manager.

- Online calculator: rooms, area, add-ons — total recalculates as you go
- Order leaves as a ready-written Telegram message; 3-field form
- PL/UA as two indexable page sets with hreflang, copy written by me
- Design tokens + auto-deploy: client runs the site without a maintenance contract

[Delta G](#)

2026

Repositioned a B2B-only firm to win a new private-client market — a business pivot through the web, not a redesign.

- 11-page site serving two audiences (B2B retained + B2C captured)
- 6 SEO landing pages + on-site price calculator → leads straight to owner's inbox
- Hand-coded, no builders · PageSpeed 98 / 93 / 100 / 100

[NotaDocs](#) · notadocs.de

2025–2026

Multilingual notarial services website for Ukrainians in Germany.

Full cycle: research → UX/UI → development → SEO → analytics.

- 30% conversion rate (visitor → inquiry)
- PageSpeed 90–100 across all metrics
- Multilingual (UA / RU / DE)
- GTM + GA4 event tracking, custom GDPR cookie banner
- AI-assisted development: Cursor, Claude Code, Figma Make

[Work experience]

Freelance Web Designer & Developer

2022–Present

Remote. Full-cycle design and development: from UX research to deployment, SEO, and analytics setup.

Also: display banners and Meta Ads creatives, including animated formats (After Effects).

Web Designer • Materio Agency

2021–2022

- Built responsive Webflow sites with CMS integration and custom interactions
- Created UI layouts, prototypes, and ad creatives for business clients
- Collaborated with developers and marketers to align design with business goals

[Education]

IT School GoIT / Geek Brains – UX / UI Designer.

2022–2023

Vinnitsia Architectural College – Faculty of Architecture

2015 – 2019

My website → [kovalov.cz](#)

[LinkedIn](#)

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Prague, Czech Republic

Hard skills

- UI/UX Principles
- Responsive Web Design
- App Design
- HTML & CSS
- SEO Optimization
- Web Analytics (GTM / GA4)
- AI-assisted Development
- Ad Creatives (Meta Ads)

Tools

- Figma
- Webflow / Framer
- Cursor / Claude Code / Figma Make
- Adobe PS / AE / Spline
- Notion, Trello
- GTM / GA4 / Meta Pixel

Languages

- English - B2
- Czech - C1
- Russian - C2
- Ukrainian - C2