Andrew Mykha

Product Manager / Head of Product · 10 years in product, 18 in tech.

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Current location: Krakow, Poland.
Legal name: Andrii Mykhashula.

I love building things, improving processes, and enjoy working with small teams and iterating quickly.

I've started (and failed) a few startups, built products across many industries, and worked on everything from understanding customers to shaping products, analytics and technical implementation.

Recently, I've spent a lot of time with AI tools: testing models, harnesses and approaches. Built 15+ prototypes and apps for internal or personal use, and improved existing workflows.

Recent Work Experience

2022 – 2026 Dreamlines (DE), Cruise1st (UK and AU). Travel Marketplace
Product Manager → Head of Product

In two years, conversion rate and average order value increased approximately 2.5×, and customer acquisition cost fell approximately 50%. We achieved this by improving inventory (catalog, pricing, descriptions), UX (from landing pages to the booking funnel), and setting up better analytics.

I worked closely with the CTO, development teams (website, backend services, CRM), product designers, marketing, sales, content, SEO, and data warehouse teams, and communicated with partners. I improved and monitored analytics across most systems: website events, call tracking, tag manager, conversion tracking, and custom dashboards in GA4 and Tableau. I also set up A/B tests, surveys, heatmaps and recordings to understand how people used the website. Together with the broader direction from management, this helped me decide what to build next, how to do it, and set priorities for the teams.

Recent AI Projects & Prototypes

- Customer feedback analysis tool: processes thousands of comments monthly to identify product gaps and recurring patterns, and provide insights. Built evals using human-reviewed examples to test output quality.
- Platform connecting customers and metal parts manufacturers, with CAD uploads, interactive 2D/3D previews, instant pricing based on geometry (automated CNC G-code generation).
- A tool that collects energy market data and updates financial forecasting dashboards.
  Data ingestion, normalized metrics, forecasting, spreadsheet UI, dashboards, and an MCP service.
- Others: web app to create Instagram-like stories (embed on websites, share like a presentation or use as a link in bio), web app with food-restriction profiles (uses a grocery store MCP to filter shopping lists), macOS quick audio switcher, iOS chess tactics trainer.

Tools I use or have used: Cursor, Claude Code, Codex, T3 Code, Vercel, Supabase, Railway, Cloudflare, Pen.dev, shadcn/ui, Playwright, Docker, and Xcode. I mostly work through CLIs.

Location and languages

Have work permits in Poland and the UK, can relocate to any major EU or UK city (don't need assistance).
I speak English and Polish. Ukrainian – native, Russian if really necessary.

Entrepreneurial Experience

- Kepts - Customer feedback analysis tool.
  Built an app, struggled with GTM and sales.

- Insoly - Custom insole production (Ukraine).
  Established a manufacturing facility and brand, sold thousands of custom insoles, and built partnerships with physical therapists across Ukraine. Developed an iPhone 3D foot-scanning prototype to explore replacing traditional casts with digital scanning and 3D printing.
  Closed when the war began.

- Avando - B2B marketplace for the hospitality industry (Ukraine).
  Built a marketplace to simplify ordering between hospitality businesses and suppliers, replacing time-consuming exchanges of price lists and orders through messaging apps.
  Closed when the war began.

- Innovocare - e-commerce (Ukraine).
  Rehabilitation equipment and assistive technology for people with disabilities.
  Operates independently with two employees.

Other Employers

2021 – 2022	Selecto IT Services:
	Product Manager, Car on Demand Service (Switzerland)
	Business Analyst, Online Pharmacy (Dubai, UAE)
2020 – 2021	Product Manager, MoneyMade.io (CA, USA)
2019 – 2020	Business Analyst, ConnectiveRX Data Warehouse (NJ, USA)
2016 – 2019	Startup Factory (Estonia)
	Product Manager, Wellmonde - wellness services marketplace
	Product Manager, Vroom - SaaS for hotels, food ordering through in-room TVs
2015 – 2024	Pikart Lights, e-commerce (part-time)
	I set up and maintained an e-commerce store for my friends.
2011 – 2017	CoreValue IT Services (now Avenga),
	Business Analyst → UX Team Lead → Head of BA
	Pre-sales team - proposals, POC or MVP development, client onboarding.
	BA and UX lead on IQVIA CRM (pharmaceutical industry).
2007 – 2011	Project Manager, Pure – Design & Marketing
2006 – 2007	Manual QA, Symantec Antivirus for Windows

Education

2006 – 2012	Master's Degree, Cybernetics, Lviv Franko University