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Ihor Boldyrev, lead designer at EVA.

I built eva.ua's design from zero. In 2019 the store had no design files; since then I have built its design system, its design team and its path to purchase, from the listing to the checkout.

Today eva.ua is the online store of a 1,173-store chain, with more than 600 marketplace sellers.

Best employee of the year 2021, EVA e-commerce department

for significantly improving the website's usability.

Measured

+3%
checkout conversion after the update

+4.1%
conversion in the listing's A/B test

110%
of the Black Friday 2025 plan, with the new listing

Minutes
from a Figma change to production, not days

Experience

Lead designer, EVA · UX/UI designer until 2021
Apr 2019 – now

- Built eva.ua's design system from scratch, EVA Library, connected to the components the developers use.
- Hired the design team and lead it; set up how design is decided, tested and handed to development.
- Rebuilt the path to purchase: the listing for the marketplace, a cart that makes 33 promo mechanics clear, the checkout, the customer account and the home page.
- Joint promotions with partner banks on one template; "Пакунок малюка" with Oschadbank brought UAH 11–15 million and 8,000–10,000 orders in August.

UX/UI designer, freelance
Apr 2015 – now

Product teams in crypto: wallets and exchanges.

UI/UX designer, POLYARIX
May 2018 – Apr 2019

UX/UI designer, Secrets of Sarah
Apr 2017 – May 2018

UI designer, MonerGames
May 2012 – Apr 2015

Craft

Design systems, flows under business rules, prototyping, A/B-tested changes.

Motion and 3D in After Effects and Blender; enough front end to talk to developers in their terms.

Figma, Blender, After Effects, Photoshop, Illustrator, Premiere, Cinema 4D, Webflow.

After hours: code, 3D printing and AI; a language app with a testnet stake, a printed iOS switch, a rocket lamp.

Education

Oles Honchar Dnipro National University
Master's, applied mechanics, 2011–2016

Oles Honchar Machine-Building College
Electromechanical instrument engineering, 2008–2011