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Professional Summary

Product and delivery leader with a 16-year engineering foundation, now focused on taking products from concept to market and leading the teams that build them. As Chief Technology Officer at DoitCare Holding, built and scaled a Cyprus-based insurtech mobile platform from an early-stage idea into a live product serving 1,500+ users, while leading a cross-border team of 20 across engineering, design, marketing, analytics and customer care. Experienced in owning the full product lifecycle, concept, design partnership, delivery, regulatory compliance, and go-to-market, and in stepping into ambiguous, high-pressure situations and building structure where none existed. Currently expanding into AI-driven product strategy (Claude Certified Architect – Foundations).

Selected Achievements

- Took an insurance mobile app from concept to production. Personally assembled the design team and drove development, then repositioned it as the company's core B2B platform for insurance providers, becoming the company's primary product line.
- Scaled the product to 1,500+ active users, owning it through the full lifecycle: discovery, design, delivery, regulatory compliance, and go-to-market.
- Built and led a cross-functional, cross-border team of 20 (Cyprus, Belarus, Poland, Austria) spanning engineering, design, analytics, marketing and customer care; set delivery processes, documentation standards and task tracking.
- Owned executive relationships critical to the business: held 100+ strategic meetings with the company's CEO and built direct, personal relationships with CEOs and CTOs across multiple Cyprus insurance companies to drive partnership and system integration.
- Represented the company as co-founder (50% stake) of a new Cyprus insurance venture, owning the technical/product side of the partnership and taking part in negotiations with the Cyprus Insurance Association on system integration.
- Stepped into a leadership vacuum after a company's CTO departed without handover, independently repositioning the business toward a new service model, migrating the client base, and driving delivery through to the company's eventual closure by ownership.

Core Competencies

- Product Strategy & Roadmap Ownership
- Cross-Functional & Cross-Border Team Leadership
- Delivery & Program Management
- Executive & Partner Relationship Management
- Business Development
- Organisational Turnaround
- AI-Driven Product Innovation
- Regulatory & Vendor Compliance Coordination

Work History

08/2022 to
current

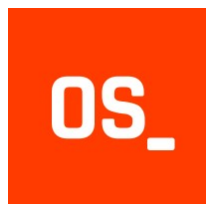


Position: Chief Technology Officer

DoitCare Holding Ltd – Nicosia, Cyprus

- Owned the full lifecycle of the company's core insurance mobile platform — from product concept through delivery and live operation — after founding and building it as the company's first product.
- Repositioned the platform as a reusable insurtech offering, shifting the company's business model toward serving insurance providers directly.
- Led a cross-border team of ~20 across engineering, design, analytics, marketing, and customer care (Cyprus, Belarus, Poland, Austria), establishing delivery processes, documentation, and quality standards.
- Built and maintained executive relationships with CEOs and CTOs of multiple Cyprus insurance companies; personally advised one insurer's development team on API design, including a dynamic conditional-fields model for insurance questionnaires that resolved longstanding integration issues.
- Represented the company as co-founder (50% stake) of a new insurance venture in Cyprus, owning the technical/product relationship and participating in negotiations with the Cyprus Insurance Association regarding system integration.
- Managed budget, resourcing and stakeholder communication across the full product lifecycle, from ideation to live launch and ongoing operation; the product now serves 1,500+ users.

01/2023 to
current



Position: Software Engineer and Consultant

ObjectStyle – USA, Connecticut (contract, remote)

- Provide technical advisory and software consulting for the company's platform and third-party integrations

01/2020 to
08/2022



Position: IT Officer – Product Lead, Core Mobile Platform
DoitCare Holding Ltd – Nicosia, Cyprus

- Initiated and built the company's first product from the ground up: assembled an external design team and personally developed the full mobile and backend codebase for an insurance mobile application.
- Recognised the platform's potential beyond a single consumer app and began repositioning it as a reusable technology platform for insurance providers, work that became the foundation of the company's core business direction.
- Owned technical delivery for the product's initial development phase, including payment integration, cloud infrastructure and early compliance groundwork.

The most significant projects:

- **DoitCare Mobile Application**
Custom development of a mobile application and back-end services for insurance software.

02/2019 to
01/2020



Position: IT Officer (De Facto Business & Technical Lead)
KRONWERK LTD – Nicosia, Cyprus

- Took over full technical and operational leadership after the company's CTO departed on day one, with no formal handover period.
- Repositioned the company toward a web-studio service model, personally migrating a long-standing client base built over prior years to sustain the business.
- Led company marketing efforts and restructured internal operations to support the new business direction.
- Delivered several mid-sized client projects (including work for CactusSoft, serving brands such as DHL, Nokia and Huami) under the new structure.
- Sustained the turnaround for 11 months until the company was closed by an ownership decision unrelated to delivery or client performance.

The most significant projects:

- **CactusSoft**
Custom WordPress theme & plugin development for the software development company. CactusSoft provides full-cycle services for the European market for world-famous brands such as DHL, Nokia, Huami, Showpad and Be-mobile.

02/2018 to
02/2019



Position: WordPress Developer
CloudCall – Minsk, Belarus

- Inspected WordPress-based systems in use to detect problems, complete maintenance and recommend solutions.
- WordPress core and plugins updates and maintenance
- Developed WordPress plugins and performed theme modifications
- Implemented geolocation-specific functionality across the website

01/2015 to
02/2018



Position: Full-stack Developer

IncomeClub Inc. – Palo Alto, California

- Developed and implemented a complex Internet and Intranet application on multiple platforms.
- Provided continued maintenance and development of bug fixes and patch sets for existing web applications.
- Established compatibility with third party software products by developing program for modification and integration.
- Designed, developed and maintained web-based applications written in PHP.
- Developed front-end and back-end of the web application using the following technologies: PHP, HTML5, CSS3, AngularJS, MySQL, Ionic, LESS
- Applied performance tuning techniques.

01/2014 to
01/2019



Position: WordPress Specialist

Toronto WordPress Developers – Richmond Hill, Ontario, Canada

- Developed custom WordPress themes
- Provide dynamic, attractive and efficient turnkey web solutions to clients.
- Provided continued maintenance and development of bug fixes and patch sets for existing WordPress solutions.
- SEO For WordPress
- Consulting and Training. Offered web consulting, training and answering a client's concerns.
- Implemented company policies, technical procedures and standards for preserving the integrity and security of data, reports and access.
- Consistently met deadlines and requirements for all production work orders.
- Advocated for end-users to perform testing and problem analysis for server, desktop and IT infrastructure work.
- Recommended architectural improvements, design solutions and integration solutions.

01/2013 to
03/2016



Position: Web Developer

LuxHub Media Inc. – Toronto, Ontario, Canada

- WordPress development.
- WordPress plugins development and maintenance.
- Proposed technical feasibility solutions for new functional designs and suggested options for performance improvement of technical objects.
- Provided continued maintenance and development of bug fixes and patch sets for existing web applications.
- Developed complex mobile web applications using hybrid (native+web) platform.
- WooCommerce integration

10/2011 to
Current

Sole Proprietorship
Sergey Shepelevich

The most significant projects and clients:

- **Microsoft**
implemented a wireless mobile data add-on to the control centre in Windows 10
- **Skinlav** (a Cyprus-based cosmetics manufacturer)
developed a mobile app that integrates with a professional test kit. Instead of analysing a photo of the face, the app analyses sebum and desquamation test strips that the user applies to their forehead and cheeks. The user then photographs the strips, and on-device AI models evaluate the results to determine skin type and generate personalised product recommendations.

08/2010 to
01/2019

Position: Contractor Software Engineer

QuickenWebsites Inc. – Toronto, Ontario, Canada



- Directed software design and development while remaining focused on client needs.
- Worked closely with other team members to plan, design and develop robust solutions on time.
- Modified existing software to correct errors, upgrade interfaces and improve performance.
- Implemented pixel-perfect designs that exceeded user expectations.
- Developed the front-end and back-end of web applications.
- Designed, developed and maintained WordPress plugins.

The most significant projects and clients:

- **Barilla** (the leading brand in the Italian and international pasta market) “*Share The Table*” project in Canada
- **Paymentus** (a leader in secure paperless billing and payment solutions in North America and the fastest growing North American company in 2011, 2013, 2014, and 2016 according to Deloitte)

Technical Fluency

- **Product & Mobile:** Flutter, React Native, iOS/Android delivery
- **Cloud & Architecture:** AWS, Google Cloud, Azure ML, API design, system architecture
- **AI & Automation:** Claude/agentic architecture, MCP, AI-assisted workflows
- **Payments & Compliance:** Stripe, Apple Pay/Google Pay integration, GDPR, Cyprus insurance regulatory compliance

Education / Courses

2005 to 2007	State educational institution “Lyceum №2 of Minsk” – Minsk, Belarus
2007 to 2012	Bachelor of Science: Biology/Chemistry Belarusian State Pedagogical University named after Maxim Tank – Minsk, Belarus
25/03/2014	Microsoft Learning Experiences Group Applications development with shared code for Windows 8 and Windows Phone – MVA
26/03/2014	Microsoft Worldwide Learning Advanced development for Windows Phone 8 – MVA
26/03/2014	Microsoft Learning Experiences Group Cross-platform development for Windows – MVA
01/04/2015	Microsoft Worldwide Learning – Complicated techniques for developing applications for Windows – MVA
15/02/2025	Insurance Institute of Cyprus – Certificate of Basic Insurance Training – Nicosia, Cyprus
May 2026	Anthropic – Claude 101 – anthropic.skilljar.com
May 2026	Anthropic – Claude Code in Action – anthropic.skilljar.com
June 2026	Anthropic – Introduction to Model Context Protocol – anthropic.skilljar.com
July 2026	Anthropic – Building with the Claude API – anthropic.skilljar.com