

bohdan kryvenko

ux writer & content designer

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who am i?

UX writer and content designer who turns copy from one-off fixes into governed systems — audit frameworks, pattern libraries, and light tooling that keep voice consistent and dark patterns out across iOS, Android, and web. As comfortable from a blank screen as untangling a paywall funnel or shipping a Node.js tool to diff 1,600+ strings.

experience

UX Writer, Content Designer

2025 – 2026

OBRIO (Genesis) — Nebula & NebulaX

- **Designed and shipped the team's UX-copy audit system** end to end — methodology, a canonical patterns library, and a reusable AI audit skill on a Notion patterns DB — now the team standard.
- **Owned product-wide voice canon** (terminology, name-token formats, CTA and verb standards) and cut dark patterns — confirmshaming, manufactured urgency — across consumer and expert surfaces.
- **Audited and rewrote 30+ high-stakes surfaces** — the full paywall/monetization family, auto-refill, error taxonomy, onboarding — plus a ground-up rewrite of the chatbot registration funnel (~380 strings, 44 changes).
- **Built copy-diff**, a Node.js tool on the Figma REST API, to triage 1,600+ copy changes into a Notion pipeline; specced a cross-platform parity linter with an LLM-in-the-loop pass.
- **Flagged fictitious anchor pricing** as an FTC compliance risk (16 CFR §233.1); set Crowdin as the localization source of truth.

Content Strategist & SEO

2024 – 2025

DevPulse — software development outsourcing

- **Built the content strategy from scratch**, scoped with the CEO/CTO, to launch the company as a client-facing brand spun off from a dev team.
- **Rewrote every service page from the ground up** with a designer, and produced SEO-optimized content across the site.
- **Developed and ran the SMM strategy.**
- **Built custom AI tooling (Claude skills)** that filtered conference-attendee databases into ICP-matched leads by seniority and industry, feeding client acquisition.

UX Writer, Copywriter

2022 – 2024

Calmerriy — mental-health SaaS

- **Rewrote the app's entire user flow (60+ screens)** in empathetic, jargon-free language, working with psychiatrists and PMs to stay clinically accurate.
- **Built a tooltip library** guiding users through key tasks, validated through moderated user testing.

Content Manager, Editor

2023 – 2024 · Freelance

numo.so — productivity app

- **Grew organic traffic ~4×** (5K → 20K/mo) in four months via SEO-led content that converted to trial-starts at 23% — ~30× the blended average.
- **Managed two freelance writers** running the content pipeline.

Copywriter → Content Manager

2021 – 2022

Pics.io — digital-asset-management platform

- **Drove SEO-led content** — keyword research, on-page optimization, docs — to grow organic traffic.
- **Introduced a release-note microcopy template** that lifted enterprise feature adoption ~14%.

skills & tools

- **UX writing** — onboarding, paywalls, CTAs, empty / error / success states, push, in-app
- **Content systems & SEO** — content strategy, voice & tone guides, pattern libraries, copy governance; technical & on-page SEO, keyword research, Search Console
- **Data & testing** — A/B testing, moderated usability, GA4, Amplitude, Power BI, VOC synthesis
- **AI & tooling** — LLM-in-the-loop review, Claude Code & custom skills, MCP workflows
- **Technical** — Node.js / JS, Figma REST API, Notion API, Python (JSON), regex lint rules, Crowdin, developer handoff