

Yuliia Serbenenko

Senior Product Designer

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SUMMARY

Senior Product Designer with 8+ years designing complex digital systems at scale. Build evidence-based design practices, facilitate cross-functional alignment around customer journeys, and raise craft standards within teams. Previously at Snap Inc, leading 0→1 product design across ML and consumer subscription contexts — defining measurable baselines, running focused experiments, and translating ambiguity into clear design decisions.

EXPERIENCE

Career Break — Self-directed, Amsterdam, NL · Oct 2025 – Present

- Intentional pause after 5 years of high-output product work. Dutch language study at the University of Amsterdam, building a photography practice, and a deliberate, values-led job search.

Senior Product Designer — Snap Inc, Amsterdam, NL (hybrid) · Apr 2024 – Sep 2025

Lens Studio Desktop Plugins — SaaS / ML tooling for AR creators

- Led **30+ cross-functional interviews** across engineering, PM, and ML; synthesised findings into **end-to-end journey maps** and a prioritised feature roadmap aligned with 4 stakeholders.
- Owned **0→1 design** for the Gen AI tool: defined baselines, ran focused experiments, measured impact — **reduced character creation time from days to hours**.
- Facilitated **cross-functional alignment workshops** with mixed non-design audiences, replacing fragmented stakeholder meetings with outcome-oriented sessions.

Lens+ — Premium subscription

- Defined a measurable baseline before starting work; delivered a **sustained 2% lift in subscription conversion** through behavioural insight work and targeted iterations.
- Executed **6 A/B tests** for exclusive content usability, prioritising **3 high-impact features** shipped to production.

Product Designer — Snap Inc, Amsterdam, NL / Kyiv, UA (hybrid) · Mar 2021 – Mar 2024

ASL Alphabet — EdTech mobile product on Snapchat

- Designed personalised learning experience for **850M+ monthly active users**, including Deaf Community members; ran **18+ user interviews** and 3 MVP usability tests to ensure accessibility.
- Synthesised research into a **5-feature product roadmap**, securing prioritisation with 4 key stakeholders.

Quizzes — Global interactive experiences / Design System

- Led **0→1 design** for quiz experiences, resulting in a **169% surge in user engagement**.
- Raised design review standards with critique frameworks and reusable templates; improved delivery velocity by **10%**.
- **Mentored 5 visual designers** through pairing and structured critique, aligning contributions with product goals and roadmaps.

Partner Product Alignment — UX audits (Coca-Cola, NYX Beauty Bestie)

- Led design feedback process across high-tier partner experiences; elevated product recommendation accuracy on a product with **240M+ impressions**, driving 2 follow-up iterations.

Freelance Product Designer — Independent, Remote (Kyiv / Bangkok) · Feb 2019 – Mar 2021

Healthfully — SaaS health tech landing and product

- Built information architecture to align **2 cross-functional teams across 3 time zones** and establish a shared product direction.
- **Reduced bounce rate by 16%** through analytics-led redesign — baseline, friction analysis, navigation optimisation, A/B tests.
- Pitched design solutions directly to CEO, balancing stakeholder feedback with user insights.

UX/UI Designer — Yalantis, Dnipro, UA · Dec 2015 – Feb 2019

World Cleanup Day — React Native volunteer coordination app (multi-user service)

- Designed **end-to-end service experience** across multiple user types (organisers, participants, local teams) — mapped touchpoints from registration to post-event reporting across a global user base.
- Facilitated **15+ co-design and brainstorming sessions** with mixed non-design audiences across 2 cross-functional teams.

EDUCATION

Emotions Summer School — University of Amsterdam · Jun 2025

Empirical methods for measuring emotion: behaviour coding, ecological momentary assessment.

MSc Design and Digital Media — University of Edinburgh · Sep 2019 – Aug 2020

Chevening Award for Future Leaders and Innovators. Dissertation: augmented reality for emotional learning in preschoolers.

BA International Relations — Oles Honchar Dnipro National University · Sep 2009 – Aug 2013

Erasmus Mundus scholarship, exchange semester at Vilnius University.

SKILLS & TOOLS

Design practice: Service Design, Journey Mapping, Evidence-Based Practice, Co-design Facilitation, Workshop Design, Design Practice Development

UX research: User Interviews, Usability Testing, A/B Testing, Experiment Design, Baseline Definition, Information Architecture

Design craft: Wireframing, Prototyping, Interaction Design, Responsive Design, Visual Design, Accessibility

Collaboration: Cross-functional Stakeholder Management, Mentorship, Async Alignment

Tools: Figma, FigJam, Figma Make, Claude Code, ProtoPie, Adobe Creative Suite, Webflow, Jira, Notion

Languages: English (C1–C2), Dutch (A2, actively studying — targeting B1 this year), Ukrainian (native)