

Yuliia Serbenenko

Senior Product Designer

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SUMMARY

Skilled in user-centred design, product and research strategy. With 8+ years shipping 0-to-1 products across iOS, Android, and web, I've driven a 169% engagement lift with a new interactive format, increased premium subscription conversion on Snapchat, and built generative AI tooling that cut 3D character creation time from days to hours. I pair behavioural research with rigorous testing and strong craft to turn ambiguity into clear, shippable decisions.

EXPERIENCE

Snap Inc · Senior Product Designer

Amsterdam, NL (hybrid) · Apr 2024 – Sep 2025

Lens+ — premium subscription on Snapchat (iOS/Android)

- Joined during early growth: structured the conversion flow to lead with the value proposition ahead of the paywall, lifting subscription conversion and sustaining the gain across 4 months.
- Ran 6 A/B tests and shipped 3 features to production, establishing the paywall design and trial mechanics.

Lens Studio desktop plugins — SaaS and ML tooling for AR creators

- Owned 0-to-1 design for the Gen-AI creation tool end-to-end: defined the baseline, ran experiments, measured impact. Cut 3D character creation time from days to 5–8 hours.
- Led 30+ cross-functional interviews across engineering, PM, and ML, synthesising findings into journey maps and a roadmap that determined ML pipeline priorities across 4 stakeholders.

Snap Inc · Product Designer

Amsterdam, NL / Kyiv, UA (hybrid) · Mar 2021 – Mar 2024

ASL Alphabet — EdTech experience on Snapchat

- Owned research strategy end-to-end with no dedicated researcher: defined the questions and ran 18+ interviews and 3 MVP usability tests with Deaf and hearing users.
- Reached a 78% task-success rate in prototype testing, validating clarity and grasp before build.
- Led 0-to-1 design and launch of the tool, and art-directed the VFX and 3D designers on the project.
- Synthesised research into a 5-feature roadmap, prioritised with 4 stakeholders.
- Produced assets used in promotional coverage.

Quizzes — global interactive experiences

- Designed the quiz experience from zero, driving a 169% increase in user engagement across 30+ quizzes.
- Templatised the format into a reusable Lens Studio template, adopted by creators across a platform of 330K+ builders.
- Mentored 5 visual designers through pairing and structured critique; 4 shipped their first end-to-end feature that quarter.

Partner product alignment — UX audits

- Diagnosed recommendation-accuracy and trust gaps across flagship partner Lenses (Coca-Cola, NYX), then built a UX audit process adopted by 6+ partners.
- Facilitated 20+ cross-functional alignment workshops with mixed non-design audiences, replacing fragmented stakeholder meetings with outcome-oriented sessions.

Independent • Freelance Product Designer

Remote (Kyiv / Bangkok) • Feb 2019 – Mar 2021

Healthfully — health-tech landing page (web)

- Cut bounce rate by 16% through an analytics-led redesign: established baseline, ran friction analysis, and restructured navigation.
- Pitched design directions directly to the CEO, balancing stakeholder pressure against user insight.

Yalantis (full-stack software development company) • Product Designer

Dnipro, UA • Dec 2015 – Feb 2019

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

- Designed the end-to-end service across organisers, participants, and local teams, mapping every touchpoint from registration to post-event reporting for a global user base.
- Facilitated 15+ co-design sessions with mixed non-design audiences.

Self-directed • Career Break

Amsterdam, NL • Oct 2025 – Present

- Building a browser-based typing game in Claude Code (Dutch, Ukrainian, and emotion-word modes), sharpening visual craft and code-based prototyping.
- Deliberate pause after 5 years of product work: Dutch language study at the University of Amsterdam, a photography practice, and a values-led job search.

SKILLS

Design and research: Product strategy, 0-to-1 product design, user research, information architecture, interaction design, prototyping, usability testing, A/B testing, journey mapping, accessibility.

Leadership and collaboration: Design strategy, product vision, cross-functional collaboration, exec-level stakeholder management, workshop facilitation, mentorship.

AI in the design flow: Figma Make, Claude Code / Claude Design, ChatGPT, Gamma, Higgsfield, Perplexity.

Tools: Figma, ProtoPie, Adobe Creative Suite, Mobbin, Webflow, Jira, Notion, Mixpanel, Hotjar.

Languages: English (C1–C2), Dutch (A2, studying towards B1), Ukrainian (native).

EDUCATION

Emotions Summer School • University of Amsterdam

Cognitive psychology and empirical methods for measuring emotion: behaviour coding, face tracking, ecological momentary assessment.

MSc Design and Digital Media • University of Edinburgh

Chevening Award for Future Leaders and Innovators (globally competitive, ~3% acceptance rate). Dissertation: augmented reality for emotional learning in preschoolers.

BA International Relations • Oles Honchar Dnipro National University

Erasmus Mundus scholarship; exchange semester at Vilnius University.

INTERESTS

When I'm not designing, I'm behind a camera in my studio or outdoors, out cycling around Amsterdam, continuing a long-running fascination with human emotion that runs through my dissertation, my summer-school work, and the products I'm proudest of.