

Yuliia Serbenenko

Senior Product Designer

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SUMMARY

8 years shipping 0-to-1 products at global scale. I find where people drop off, and design what brings them back: premium conversion on Snapchat, interactive formats for creators, a sign-language learning tool built with the Deaf community, and AI tooling that cut 3D character creation from days to hours. I also introduce new metrics that teams adopt as baselines.

EXPERIENCE

Snap Inc · Senior Product Designer

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

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

- First designer on the Lens+ conversion flow, from spotting a premium Lens to the paywall.
- Ran 6 A/B tests in 4 months on iOS and Android (US, plus one in India). 5 won; 3 became product defaults — paywall pop-up, trial mechanics and CTA copy.
- Introduced CTA tap rate as a signal of user desire alongside subscriptions. The team adopted it as a baseline for reading every test that followed.

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 from days to 5–8 hours.
- Led 30+ cross-functional interviews across engineering, PM and ML, and turned findings into the roadmap that set ML pipeline priorities across 4 stakeholders.

Snap Inc · Product Designer

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

Quizzes — global interactive experiences on Snapchat

- Designed the quiz format from zero: splash, play, result. 169% more playtime against the pre-template baseline, in the US.
- Cut quiz production from about 2 weeks to under 3 days with one template and design system, shared by engineers, designers and content managers.
- Led the public launch of the quiz template on Lens Studio, where 330K+ creators build Lenses for Snapchat.
- Mentored 5 visual designers moving into product roles; 4 shipped their first end-to-end feature that quarter.

ASL Alphabet — sign-language learning experience on Snapchat

- Owned research strategy end-to-end with no dedicated researcher: defined the questions and ran 18+ interviews and 3 usability tests with Deaf and hearing users.
- Built the research prototype and reached 78% task success in usability testing.
- Designed the retention loop: 3 progression levels and a collectible-star reward to bring learners back beyond first use.
- Led 0-to-1 design and launch, and art-directed the VFX and 3D designers on the project. Built on Snap's earlier fingerspelling Lenses (developed with Snap's Deaf employee group) and Snap's partnership with SignAll for sign recognition.
- Assets I produced were used on the Today show and in Snap's first-ever Oscars TV spots.

Partner UX audit framework — NYX Beauty Bestie and 6 others

- Built a UX audit framework as a way to align cross-functional partner teams with design, and applied it across NYX Beauty Bestie and 6 other partner Lenses.
- Over 70% of my NYX recommendations shipped, including a P0 navigation fix shown at Snap's Partner Summit.

Independent • Freelance Product Designer

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

Healthfully — health-tech landing page (web)

- Cut bounce rate by 16%: baseline, friction analysis, 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 (on-site / remote) • 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, and facilitated 15+ co-design sessions with mixed non-design audiences.

Self-directed • Career Break

Amsterdam, NL • Oct 2025 – Present

- Deliberate pause after 5 years of product work: Dutch 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, growth design, subscription and paywall design, user research, information architecture, interaction design, prototyping, usability testing, A/B testing, journey mapping, design systems, accessibility.

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

AI in the design flow: Claude, Figma Make, ChatGPT, Gamma, Perplexity.

Tools: Figma, ProtoPie, Adobe Creative Suite, Mobbin, Webflow, Jira, Notion, Looker, Hotjar, pen and paper.

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. Canada–Ukraine Parliamentary Program internship at the Canadian House of Commons.

INTERESTS

When I'm not designing, I'm behind a camera in my studio or outdoors, or out cycling around Amsterdam.