Anastasiya Belko

Senior Product Designer

Spain, open to remote work · anastasiyabelko@mail.com · linkedin.com/in/anastasiya-belko · dribbble.com/anastasiyabelko

Summary

Senior Product Designer with **7+ years of experience** in **mobile B2C products**, mostly **photo and video editors**, on **iOS, Android** and cross-platform apps. I work across the whole product cycle: from a **0→1 MVP** to a mature app with **1.5M+ users** and **50M+ installs**. I generate and challenge **hypotheses together with a PM and an analyst** and validate them in **A/B tests** on onboarding and paywalls. I build and own **design systems** from scratch and use AI tools in my design workflow.

Experience

SNRG

Sep 2024 – Present · Senior Product Designer · Remote

Mobile photo and video apps. Sole product designer of Collageable, a photo collage editor (**1.5M+ users**, **50M+ installs**, **4.7** App Store rating from **14k+** ratings), and designer of the new product Mosaiq.

- Led the complete **v3.0 redesign** of Collageable: **200+ screens** and **50+ specs** for development. The App Store rating grew from **4.5 to 4.7**, and product metrics held steady after the rollout.
- Built the Collageable **UI kit and design system** from scratch: **400+ components**, styles and usage rules, with accessibility tuned for a core audience of women 50+.
- Ran **40+ A/B tests** on onboarding, paywalls and special offers with a PM and an analyst. A new paywall won a three-way test and shipped: purchase conversion grew from **0.94% to 1.57%** against the previous paywall. A themed onboarding with a new paywall raised purchase conversion **1.4×** (2.0% → 2.9%, statistically significant). **95%** of users reach the paywall after a two-screen onboarding.
- Turned user research into product decisions: monthly support reports, App Store reviews, in-app surveys and competitor maps of paywalls, onboardings and features.
- Designed **Mosaiq**, an iOS carousel maker for Instagram and the company's first product built with AI (Claude Code): **80+ screens** and a design system with **130+ components** and **82 tokens**. All screens took about **1.5 weeks**.

Mobile (iOS, Android) · Photo & Video · AI · B2C

Appify

Apr 2019 – Oct 2024 · Product Designer (UX/UI)

Mobile B2C apps: utilities, entertainment and lifestyle.

- Lead designer of **Collageable**, a photo collage app: research, UX and the new visual style, with support through development.
- Took part in the redesign of **Facelab**, a photo retouching app.
- Owned the full cycle: competitive analysis, UX research, wireframes, prototypes, visual style and support through development.
- Designed landing websites for the company's mobile products.

Mobile (iOS, Android) & Web · Photo editing · B2C

Easybrain

Sep 2018 – Apr 2019 · Promo Designer

Mobile games publisher. Created promotional materials for the App Store: screenshots, app icons and banners.

Mobile · App Store marketing · B2C

Blak-IT

Apr 2018 – Sep 2018 · UI/UX Designer

Designed my first product with a mentor: an iOS and Android app that helps prepare a hospital bag for maternity.

Mobile (iOS, Android) · B2C

Core skills

Product Design · UX/UI · Mobile Design (iOS, Android, Cross-platform) · Photo & Video Editors · Design Systems · Prototyping · A/B Testing · Hypothesis Generation · Data-Informed Design · Onboarding & Paywall Design · Monetization · UX Research · Competitive Analysis · Accessibility · UX Writing · Figma · AI-assisted Design (Claude Code)

Education

Chulakov School, UX/UI Designer PRO

2025 · Product design

Advanced UX/UI design program, diploma.

IT Academy, User Interface and Experience Design

2017 · UX/UI design

UX/UI design course, final grade 9.0 / 10.

Fungi Studio, Fundamentals of Academic Drawing in Computer Graphics

2017 · Drawing

Belarusian State Medical College, Pharmacy

2012 – 2015 · Pharmacy

Languages

Russian: Native · English: Elementary (A2). I read project documentation and UI copy and can run a project in English.