



PRODUCT DESIGNER

Anastasiia Kovalova

Kyiv, Ukraine / hibrid
+38 050 554 33 42

anastasiia.kovalova.ui@gmail.com
[Telegram](#) [LinkedIn](#)

English — Upper-Intermediate / Ukrainian — Native

Product designer with 3 years in digital products, combining design with a product and project management background. I have experience working on activation, R&D and content engagement, owning features end-to-end — from hypothesis and concept to A/B test results. I use Claude and other AI tools daily for research, ideation and rapid prototyping.

EXPERIENCE

Product Designer · Liven / SKELAR

Oct 2025 — Oct 2026

- Sole designer of AI Simulator lessons, a new format where users play a character, make branching decisions and get AI-generated insights. Led it from concept to post-release analysis: it nearly **doubled the share of users completing 2+ lessons on day one (20.5% → 37.4%)**.
- Built the format as modular CMS screens, so content managers ship new lessons without engineering.
- Redesigned Explore twice, the second time around practice: skills, AI role-plays and recommendations. Interactions with practice tools grew by 8%.
- Designed iOS Live Activities, lifting onboarding completion by 5–7% in an A/B test.
- Designed podcasts and a unified audio player for all audio formats, and pushed a stalled audio-for-articles feature to release.
- Covered PM work without a dedicated PM: hypotheses, experiment tracking in GrowthBook and Tableau, a team learnings database and a prioritized backlog.

UX/UI Designer · Case projects, Mate academy

Mar 2025 — Sep 2025 [\[Certificate\]](#)

- Ran research for product cases: 5 interviews, surveys with 44 respondents and competitive analysis of 8 products.
- Ran usability testing with 20 users, which simplified navigation and cut registration to 3 steps.

Product / Project Producer · Self-employed

Nov 2023 – Jan 2025

- Designed and optimized landing pages and sales funnels for online products, **increasing conversion by ~30%**.
- Owned the UX of the student experience and coordinated a team of contractors.

Project Manager

Sep 2023 – Jan 2024

- Managed digital product launches from idea to release and organized an offline event for 300 participants in 1.5 weeks.

SKILLS

Product

product thinking, hypothesis generation and prioritization, A/B testing, metrics analysis, data-informed decisions, cross-functional collaboration

UX research

user interviews, surveys, usability testing, competitive analysis, customer journey maps, user flows, information architecture

UI & interaction

mobile UI design (iOS & Android), interaction design, visual design, HIG, Material Design, accessibility (WCAG)

Figma

components, variants, auto layout, variables, styles, interactive prototyping, design systems, developer handoff

AI

Claude and other AI tools for research, generating and validating hypotheses, UX/UI concepts and rapid prototyping; interactive and code-based prototypes built with Claude

TOOLS

[Figma](#)[GrowthBook](#)[Tableau](#)[Jira](#)

[Claude / Claude Design](#)[Maze](#)[Notion](#)[Web-flow](#)

[Chat GPT](#)[Notebook LLM](#)[Lovable](#)

EDUCATION

State University of Trade and Economics — Bachelor of Hotel and Restaurant Management, 2016–2020

Additional education

Digital marketing internship, Universe Group [\[Certificate\]](#)
Launch producer course [\[Certificate\]](#)