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Anastasiia Sukhanek

SENIOR PRODUCT DESIGNER

DESIGN TOOLS

Interface

Figma – components, auto layout, variants, prototyping
ProtoPie · Adobe Photoshop · Illustrator

Research & Testing

Wynde · Usability sessions
Quantitative surveys · Amplitude · Metabase

AI Tools

Claude · Claude Code · ChatGPT · Gemini · Midjourney · Figma AI

Code

HTML · CSS · JavaScript · Git

METHODS

UX Research
Usability Testing
A/B Experiments
Jobs To Be Done
Customer Journey Mapping
User Flow Design
Wireframing
Design Systems · Tokens · Figma Variables
Localisation (13 languages)
Agile
Contractor Management
Mentoring

PROFILE

Product designer in fintech: 4.5 years in product, 8 in design. I take features end to end – research and JTBD, prototypes, A/B tests, launch – and measure the impact myself in Amplitude. I build a design system on tokens and Figma Variables, and built AI agents for UX copy and localisation into 13 languages with the head of design. Outcomes: verification tickets **−54%**, payment error redesign **+10%** conversion, Cards tab usage **×2**

EXPERIENCE

Profee

Mar 2025 – Present • **Current**

Product Designer · Fintech / Remittance & Payments

- Full product design cycle under the head of design: research and JTBD, hypotheses, prototyping, usability testing, launch, metrics review in Amplitude – including platform-by-platform comparisons during staggered rollouts
- Building Profee's new design system since summer 2025: components, tokens and Figma Variables, kept in sync with front-end developers. Sample rebuilt in React and Storybook: anastasiia-suhanek.github.io/design-system
- Built Claude-based agents for UX copy together with the head of design: writing to the editorial policy, localisation into 13 languages, strings committed straight into iOS, Android and web repos as merge-ready branches, Figma checks against production strings and the design system; the team moved off Phrase
- Shipped 2025: KYC verification, currency rate comparison tool, loyalty programme, wallet, C2B transfers, verification entry point redesign
- Shipped 2026: Cards area on iOS and Android, cashback & bonus programme, currency exchange flow, transfer status system, wallet top-up inside the transfer, C2B mobile payments, Uzbekistan market expansion
- Ran A/B experiments and unmoderated usability tests in Wynde with paid panel respondents; presented findings company-wide
- Built the company-wide Figma master file; started Clean Thursday – biweekly sessions with engineers on UI/UX debt

KEY OUTCOMES

KYC: 10 verification entry points in one in-app component → **59%** of people who see it click through; more new users verified where the card appeared, up to **+1.4 pp**; verification tickets per 1,000 new users **−54%**

Transfer statuses: timeline with inline action cards → **~70%** tap "Continue transfer" within a day, median **9 s**

Cards: rebuilt the product area on iOS and Android → share of active senders opening the Cards tab **×2** in four months

Wallet top-up right in the payment step → share of senders topping up on Android **×3.3** (2.1% → 6.7%), staggered launch with iOS as control

AI agents for copy → localising a feature, merge-ready branch included: **1 day → ~2 hours**

Redesigned payment error handling → Conversion Rate **+10%**, flow completion rate **+5%**

EDUCATION

Bang Bang Education
UX/UI Designer+, Product Design · 2024

British Higher School of Art & Design
Metaphor in Design · 2023

Moscow University for the Humanities
BA, International Relations & Cultural Studies · 2018

LANGUAGES

English	B2 · working proficiency
Russian	Native
Spanish	A1 · Beginner

Pre-transfer hint screen for new users → first payment conversion **+6%**
Currency rate comparison tool → **47%** of loyal users who viewed the chart completed a transfer
Redesigned flows for Russian-speaking audience → Abandonment Rate **−10%**

Beeline

Aug 2023 – Jan 2025

Product Designer · Telecom Consumer App

- Designed user flows, wireframes, and prototypes for the main telecom consumer app
- Led quantitative and qualitative research; presented findings to product leadership
- Ran usability tests and iterated based on behavioural data
- Introduced gamification to the loyalty programme: cashback tower mechanic, cybersecurity awareness game
- Coordinated external design contractors: timelines, design review, quality control

KEY OUTCOMES

Internal channel top-up share: **4% → 10%**; MAU growth **+1 million** users
Top-up frequency **2.5×** per user per month
ARPU **+3%** through user-centred improvements

SberSpasibo (Sberbank)

Jan 2022 – Aug 2023

Lead Designer · Gamification Products

- Designed 4 gamification products: SberPrimeCity, Wheel of Fortune, Sea Treasures, Catch My Word
- Prototyped and tested game mechanics and navigation for app and web
- Conducted user interviews, usability tests, hypothesis validation
- Managed contractor design work: planning, review, delivery; set up contractor workflow from scratch with all projects delivered on time

KEY OUTCOMES

Bonus redemption rate **×3** in Sea Treasures, **×1.5** in SberPrimeCity after redesign

TOY.RU

Jan 2018 – Feb 2021

UX/UI Designer · E-Commerce

- Redesigned e-commerce website across Web, Mobile, and Desktop within engine and code constraints
- Produced banners, landing pages, and campaign graphics; maintained visual consistency across channels
- Introduced design and code review process, reducing revision cycles and accelerating delivery