

Anastasiya Zhenchenko

Lisbon, Portugal

nastya.zhenchenko@gmail.com

nastyazhenchenko.com

EXPERIENCE

Evocon | Tallinn, Estonia & Remote

Senior Product Designer

Feb 2021 - Jan 2024

- Sole Product Designer responsible for maintaining visual design and user experience, initiated and delivered the development and implementation of the first Design System, resulting in visual consistency across the product.
- Collaboratively translated users needs into design solutions and visualised them in detail high-fidelity design prototypes.
- Conducted usability studies to validate design decisions resulting in optimised user interactions and satisfaction.
- Successfully lead 5+ developers' missions that resolved user problems and received positive feedback.

Yolo Group | Tallinn, Estonia

Product Designer

Aug 2018 - Jan 2021

- Responsible for the day-to-day UX operations for Bitcasino.io ranging from concepts and information architecture to wire-framing and prototyping.
- Re-designed onboarding flow for non-paid Bitcasino.io users, which resulted in a 2.3% increase in conversion rate.
- Owned, ideated and delivered the outcomes for the number of A/B tests for the number internal products.
- Collaborated closely with Mobile development team to support the creation of native Android and iOS mobile applications, ensuring seamless integration of Bitcasino.io design principles and optimal user experience.

Pipedrive | Tallinn, Estonia

Customer Solution Expert

Jul 2017 - Aug 2018

- Communicated with customers, collected feedback, participated in internal testing and documentation.
- Led teams in two internal hackathons as Team Lead.

EDUCATION

Nielsen Norman Group

London, UK | 2019

UX Certification

Tallinn University of Technology

Tallinn, Estonia | 2013 - 2016

BA - Social Sciences

SKILLS

design

Wireframing, Rapid Prototyping, Responsive design, Design Systems, Visual Design, Interaction Design

research

User Research, Usability Testing, Customer Journey Mapping, Personas, Information Architecture, A/B Testing

tools

Figma, Miro, Invision, Google Analytics, Google Optimize, Basic HTML & CSS, Pen + paper