Anastasiia Lavrenova

Senior Product Designer | UX Strategy · Conversion · Data-informed Design

PROFILE

Product Designer with 6+ years of experience designing digital journeys across telecom, AI chat and banking. Combines end-to-end UX strategy, user research, analytics and experimentation to improve customer experiences and conversion. Experienced in design systems, WCAG accessibility and cross-functional stakeholder alignment.

CORE EXPERTISE

Product & UX: UX strategy, end-to-end journeys, user research, usability testing, prototyping, design systems, conversational UX.
Growth & analytics: Funnel analysis, A/B testing, hypothesis-driven design, Adobe Analytics, Contentsquare, Qlik.
Delivery & standards: Stakeholder alignment, WCAG accessibility, web, iOS and Android.

PROFESSIONAL EXPERIENCE

BASE (Telenet Group) | Senior Product Designer (Consulting)

September 2022 – Present

- Owned Navigation and Hardware Shop journeys, defining UX strategy and design priorities for two core customer paths.
- Led BASE website accessibility work toward WCAG Level A across a 10-person team over two quarters.
- Used Adobe Analytics and Contentsquare funnel insights to identify drop-offs, shape hypotheses and prioritize improvements.
- Designed and interpreted A/B tests to validate UX changes before wider rollout.
- Consolidated 5+ smartphone-related pages into a structured Smartphones Services hub to improve findability.
- Led UX for pre-to-post customer segmentation, adapting flows to different customer needs.
- Presented work on testimonials and social proof at the Contentsquare Conference and on analytics for designers at UX Belgium.

PROFESSIONAL EXPERIENCE — CONTINUED

Drees & Sommer | Senior Product Designer

February 2025 – June 2026

International consulting company specializing in real estate, infrastructure and digital transformation. The supplied CV does not specify project achievements for this engagement.

Dress.AI | Product Design Project

AI-powered conversational product

- Established a scalable design system, reusable components and conversational interface patterns.
- Designed chat interfaces, wireframes and interactive prototypes for clear and consistent user interactions.
- Conducted user research and usability testing, translating findings into product design recommendations.
- Mapped end-to-end journeys and documented design guidelines to support development handoff.

Futurra Group | UI/UX Designer

June 2020 – September 2022

- Owned end-to-end design of ExperChat (Math Master), from concept through launch, including branding and UI kits.
- Designed iOS, Android and cross-platform apps, landing pages and websites for external clients.
- Created user flows, wireframes, prototypes and developer handoff assets.

DEVS.UA | UX/UI Designer (Freelance)

October 2021 – August 2022

- Designed UX/UI for a banking app and website, including branding, UI kits, user flows and interactive prototypes.
- Worked with a Scrum team, presented solutions to clients and collaborated with developers.

TRAINING & COURSES

Nielsen Norman Group — Analytics and User Experience; Designing AI Experiences
Adobe / LinkedIn — Customer Journey Analytics
Udemy — UX Strategy Fundamentals

LANGUAGES

Ukrainian, Russian, English — Full Professional Proficiency | Dutch — Professional Working Proficiency

EDUCATION

Bogomolets National Medical University — Master’s degree in [field not specified in source]