

Yura Yasyuk

Product Designer and Design Lead with 15+ years of shipping digital products. I'm a designer with a builder mindset. I work closest to the product, the business, and the problem, with full ownership and a perfectionist's eye for craft and visual quality.

Based in Lisbon, Portugal. Open to remote and relocation.

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Anytype

Product Design Lead
January 2024 - Present

- Led a team of 4 designers across desktop, iOS, and Android.
- Designed the communication features solo: channels, group chats, direct messages, and comments;
- Results: retention 2.5x higher and activation 1.5x better among users who sent at least one message;
- Defined product and feature strategy with product, and partnered closely with engineering to ship it;

Product Designer
June 2022 - December 2023

- Joined in early alpha and helped grow the product from a rough build to 100K+ monthly active users;
- Created the design system across desktop, iOS, and Android that let the team ship features faster;
- Refined the core knowledge-management experience: block-based editor, databases, workspace and account management.

Stage

Co-Founder & Product Designer
March 2021 - June 2022

- Created a design concept for the editor interface, user profile and all other features;
- Conducted dozens of experiments and increased many metrics by 150-200%;
- Led the development process;
- Engaged 3700+ users, and grew the tool to 1,000 MAUs.

Great Simple Studio

Product Designer and Manager
October 2017 - March 2021

- Led design, development, and marketing teams;
- Designed and launched marketplace files.design;
- Grew an email newsletter from 75k to 250k subscribers;
- Ran an ad campaign on Facebook which brought >500,000 in profit.

Lead Product Designer
October 2016 - October 2017

- Led the design team of 5 people;
- Implemented task management and released 3 products in 2 months;
- Designed iOS Design Kit, a design system for Sketch, Figma, and Adobe XD;
- Created wireframes and led the development of custom checkout and user's profile;
- Made 13 launches on Product Hunt.

Product Designer
March 2012 - October 2016

- Designed the first commercial UI kits which have begun the new market of UX/UI assets;
- Designed freebies that have been downloaded by hundreds of thousands of users;
- Created hundreds of mobile screens and web components, and thousands of UI elements;
- Projects have been featured 8 times in the UI category on Behance.

Skills

Product Design, UX/UI Design, Mobile Design, Web Design, Product Strategy, Design Leadership, Design Systems, Prototyping, AI Prototyping

Tools I Use

Figma, Sketch, Claude, Codex, ChatGPT, Amplitude, Mixpanel, Google Analytics

Recognitions

Speaker, Experience Fighters '18 (Madrid)

8 Behance UI nominations

31 Product Hunt launches including Product of the Week and Golden Kitty runner-up