Anastasia Bezverbna

UX/UI Designer • Web & Product Design • AI-Powered Workflows

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PROFILE

UX/UI Designer with 3 years across agencies, gaming, and in-house teams. Started with classic UI, now work with AI-powered workflows: automating visuals and documentation, and shipping front-end changes myself with Claude Code. This frees time for research and complex UX problems.

EXPERIENCE

UX/UI Designer | LBK Launcher (Freelance project)

Mar 2026—Present

- Design the UI for a free Windows launcher with 900+ Ukrainian game localizations and its site (lbklauncher.com).
- Create new screens, UX improvements, and the app's component set.
- Keep the desktop app and the website visually consistent.
- Hand off directly to the developer, adapting screens to what the desktop stack supports.

UX/UI Designer | Legarithm

Sep 2025—Oct 2026

- Sole designer: owned the corporate website and landing pages from wireframe to launch.
- Lifted key pages from position 50+ to Google's top 10 through page restructuring, search-driven copy, and SEO.
- Prioritized fixes based on Hotjar heatmaps, session recordings, Google Analytics, and Search Console.
- Documented design and component logic with Claude & Claude Code, so devs had no follow-up questions.
- Replaced stock photos with on-brand AI imagery (Nano Banana, Seedream, Krea, GPT, Magnific).
- Designed presentations and social media visuals the team used without edits.
- After the dev team was let go, took over front-end updates with Claude Code, shipping screens as designed.

UX/UI Designer | FOR® Agency

Apr 2025—Jun 2025

- Designed landing pages and visuals for 3 clients: food-tech, a product brand, and a supplement company.
- Took projects from wireframes to high-fidelity UI, including a multi-page site for the food-tech platform.
- Created packaging visualization concepts for the supplement brand.
- Prompted photorealistic people and product visuals in Midjourney and GPT, delivering concepts fast.
- Worked daily with clients, PMs, developers, and copywriters under tight agency deadlines.
- Presented block and concept options clearly, so clients decided fast and sign-offs moved quicker.

Part-time UX/UI Designer | Concepta

Feb 2025—Apr 2025

- Supported the lead designer on web projects, keeping visuals consistent across screens.
- Analyzed user behavior data to find friction points and surface real UX problems.
- Built user flows, scenarios, and task models to keep the experience clear and predictable.
- Created the visual style from scratch: colors, typography, spacing, and icons.
- Worked with developers and PMs to make sure the build matched the design.

Part-time UI Designer | Evoplay

May 2024—Aug 2024

- Designed landing pages for mobile games and their mobile adaptations, on-brand and on time.
- Kept the visual system consistent across deliverables, in sync with the designer and PM.

UX/UI Designer | Freelance

Nov 2023—Present

- Run user interviews and surveys, turning insights into personas, journey maps, and IA.
- Design web and mobile interfaces from rough sketches to high-fidelity screens, with usability in focus.
- Use AI (Gemini, GPT) across the process: moodboards, first concepts, copy review, and consistency checks.
- Approach every project as a problem to solve, not a screen to fill.

HARD SKILLS



Tools: Figma, Photoshop, Miro, ChatGPT, Claude, Midjourney, Magnific, Gemini, Hotjar, GA4, GSC

UX Research: User interviews, Surveys, Personas, User flows, Journey maps, Sitemaps

UI Design: Wireframing, Prototyping, Typography, Micro-interactions, Visual design, Mobile & Web, Responsive & Adaptive, Design Systems, Auto-layout & Variants, Variables, Tokens

AI & Creativity: Ideation, prompt engineering, moodboards, content generation, AI-driven UI concepts

Design Principles: Color theory, Visual Hierarchy, Contrast & Balance, Space & Proximity

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EDUCATION

UX/UI Design Course — Jul 2023
Beetroot Academy

Marketing — 2012—2016
Kyiv National University of Technologies and Design (KNUTD)

LANGUAGES

English — B2 (Professional working)
Ukrainian — Native