

Anastasia Booth

Product Designer (UX/UI)

Full Time • Remote

Contacts

Portfolio: <https://anastasiibt.framer.website/>

LinkedIn: www.linkedin.com/in/anastasiia-booth

Behance (illustrations): <https://www.behance.net/ashrinart>

Dribbble: <https://dribbble.com/anastasiia-but>

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Email: anastasiabt.uk@gmail.com

Location

UK, Edinburgh

Right to work in the UK, no sponsorship required

Summary

Product Designer (UX/UI) with more than 3 years in mobile products (iOS/Android/Watch). Strong in design systems, experimentation, and turning research insights into measurable outcomes: +34% share rate (A/B), +2 p.p. W4 retention uplift, -39% repetitive support inquiries, +54% landing CTA CTR

Skills

- Figma (autolayout, variables, styles, prototyping, etc)
- Adobe
- Jira / Redmine / Trello
- ZBrush (3D sculpting)
- AI (FigmaAI, GPT, Rodin, Recraft and other)
- Accessibility
- HIG and MD3

Experience

✧ Fitness Online - UX/UI Designer

June 2023 - present

A popular fitness app with an extensive workout library and its own social network; top-3 fitness app in the App Store, 5M+ downloads on Google Play. Main user markets: Brazil, Russia, USA.

AppStore → <https://apps.apple.com/us/app/fitness-app-gym-workout-plan/id1114387800>

Google Play → <https://play.google.com/store/apps/details?id=fitness.online.app>

- Led end-to-end design for engagement features; achieved **+34% share rate** in an A/B test and **+2 p.p. W4 retention** uplift after rollout tuning.
- Shipped annual “Year recap” feature; improved **DAU/MAU by +5%** and increased **new posts in feed by +32%** in the first week.
- Designed an AI chatbot to reduce onboarding churn and support overload; decreased repetitive operator inquiries by **-39%** and reduced average handling time by **-21%**.
- Built and scaled a component-based design system (components, Auto Layout, variables) to improve consistency and speed of delivery across iOS/Android.
- Redesigned promo/issue-resolution landing flows; increased CTA CTR by **+54%**, reduced payment-related support inquiries by **-38%**, and improved paid user retention by **+3 p.p**
- Led the redesign of an existing website to improve usability, visual hierarchy, and overall user experience
- Worked closely with UX Researchers and collected data to understand the needs, pain points, and behaviours of users. Transformed research data into clear design solutions
- Adapted and optimized designs for iOS and Android in compliance with platform-specific guidelines (Human Interface Guidelines, Material Design)

✧ **Outsource** - UX/UI Designer

Aug 2022 - June 2023

Experience working with an agency and private clients

- Designed user-centered, intuitive interfaces based on UX best practices (web landings, ios / android interfaces)
- Created high-fidelity UI screens and user flows in Figma (onboarding, empty states, key user scenarios)
- Developed responsive and adaptive web interfaces and layouts
- Led competitive analysis and research of industry design solutions
- Created wireframes, interactive prototypes, and design concepts
- Built and maintained UI kits
- Designed custom SVG icons and illustrations
- Designed landing pages for marketing, banners and email campaigns

Education

Herzen State Pedagogical University of Russia, Saint Petersburg

2016 - 2020

Bachelor’s Degree • Institute of Foreign Languages, Department of Translation and Translation Studies

