

Anna Herasymenko

Staff Product Designer · Generative AI & Consumer Products

Berlin, Germany · herasymenko@gmail.com · [linkedin.com/in/annaisdesigner](https://www.linkedin.com/in/annaisdesigner)

SUMMARY

Staff Product Designer. 15+ years shipping consumer products to hundreds of millions of users at Meta, Klarna, and Delivery Hero. Designed one of Meta's first consumer AI products and the AI UX patterns now used across the org; lead design for generative AI creative tooling and mobile game-creation experiences. Hands-on across interaction design, prototyping, and user research, at a high craft bar. Master's in Information Security.

EXPERIENCE

Staff Product Designer · Meta Reality Labs

Sep 2022 – Now · Berlin

Generative AI tools across multiple product lines. Promoted from Senior to Staff.

- **2026 — Lead design for generative AI mobile game-creation experiences.** Set the product vision and **defined scope for a group of 27 engineers** across character generation, short-format game personalization, and games with AI bot players. Build hands-on: pioneer AI-native workflows to prototype and ship code directly into the live product. Present roadmaps and demos to senior leadership; the narrative won executive buy-in that unblocked critical work and shaped new team investments.
- **2026 — Design lead for generative AI creative tooling for game creators.** Own creator education, educational resources, and profile setup and management. Turned an undefined space into shippable direction in weeks, building alignment across teams.
- **2024–2025 — Owned design of one of the org's first consumer AI products:** a generative AI personalization tool for Avatars, prompting in natural language, shipped **across mobile and mixed reality**. Led a team of designers. Defined the **AI UX patterns** other teams later adopted. Top growth driver for Meta's #1 mobile and VR gaming priority; outperformed retention benchmarks and drove **3× higher in-app spend**. Strong press; featured at **Connect**, Meta's flagship event.
- **2024–2025 — Led the digital-goods commerce workstream** in the Avatars editor, beating joint revenue goals by **~15%**. Scoped and orchestrated a team of designers across multiple teams to build buying for digital fashion and virtual goods; unlocked a paid third-party catalog.
- **2022–2024 — Led the Avatars visual-style evolution across mobile and mixed reality.** Built the UX for the parametric appearance system across all categories, partnering across art, animation, engineering, product, and research. Grounded the work in field research in Mumbai on how young people spend leisure time.
- **Ongoing — Hold the quality bar and lead beyond my own work.** Pioneer AI-native workflows that keep craft high at speed. Mentor designers and guide transitions into product design; organize team events and contribute to the design community through talks and writing.

Senior Product Designer · Klarna · Banking team

Feb 2020 – Sep 2022 · Berlin

- **Design lead for onboarding and activation** on Klarna's first consumer bank account — a 0-to-1 launch in Germany, a buy-now-pay-later brand entering regulated banking. Owned signup, first transactions, and web resources answering core questions — trust-by-design for people deciding whether to move their salary. Strong press; **100K+ customers acquired** in the launch period.

Senior Product Designer · Delivery Hero

Apr 2018 – Feb 2020 · Berlin

- **Owned location and address experiences across web and mobile for 19 markets**, Scandinavia to Southeast Asia. Reframed an address-selection fix into a systems redesign. Ran end-to-end UX research onsite and remote, including field research in Karachi on how the meaning of "an address" shifts between regions.
- **Co-led the first scalable design system across the product portfolio**, enabling localization and adaptation to local brands.
- Interviewed candidates; active in hiring and onboarding designers.

Earlier roles — Product & Interaction Designer · Consultancies & startups

2011 – 2018

- Led clients end to end, from initial idea through execution — major consultancies including KPMG, and US, European, and Asian startups across AI, fintech, logistics, and consumer apps.

SKILLS

Skills & Tools: Interaction Design · UI Craft · Prototyping · User-Centered Design · Systems Thinking · 0-1 Product Design · Experimentation · Generative AI UX · AI/ML Product Design · AI-Native Workflows · Mixed Reality Design · Front-end Code Integration · Figma · Cursor · Claude · Manus

Research & Strategy: Field & User Research · Accessibility · Cross-Functional Leadership · Stakeholder Alignment · Exec Narratives

EDUCATION

Master's in Information Security, National Technical University of Dnipro, 2014

COMMUNITY & THOUGHT LEADERSHIP

- **Speaking & Teaching** — Conference speaker. Organize Berlin tech/design events. UX course instructor.
- **Mentoring & Writing** — Top-rated MentorCruise mentor, 11+ years. Co-host of *Design Divas* podcast. Write on Medium.