Agata Ageieva

SENIOR PRODUCT DESIGNER

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PROFILE

I'm a senior product designer with over ten years of experience. I specialise in reshaping how a product works, especially on two-sided platforms where design decisions affect revenue. I judge my work by what it changes for users and the business.

I think in systems and care about the details. I work with product and engineering to decide what's worth building, then stay close to the build through design systems and prototypes, so what ships matches the design.

EXPERIENCE

2025 – now
Amsterdam

Senior Product Designer, CrowdBuilding

Led the complete redesign that turned a static index of housing initiatives into an interactive platform. Designed new tools for broadcast messaging, event creation and home listings, and expanded the user dashboard. Reworked initiative creation and search, shifting discovery from initiatives to available homes.

2023 – 2024
Remote · Contract

Senior Product Designer, Playbook

Led the project that moved a subscription platform for fitness creators from a single subscription to multiple subscriptions. Researched creator and subscriber scenarios, then designed a modular system that can support future subscription models. It opened new revenue streams for creators.

2021 – 2023
Amsterdam

Lead Product Designer, Relive

Grew the design team from one designer to nine through hiring and mentoring. Set the team's priorities against business goals and shaped product strategy together with the Lead Product Manager.

2020 – 2021
Amsterdam

Senior Product Designer, Growth, Relive

Designed and ran experiments across the growth funnel. Formed hypotheses with the Product Manager, designed the solutions, and turned experiment results and follow-up research into next steps.

2019 – 2020
Amsterdam

Senior Product Designer, Asellion

Designed the partner side of an enterprise B2B e-commerce platform for chemical suppliers, covering both supply and demand. Made it faster for partners to set up and close deals, which saved them time and money.

2017 – 2019
Amsterdam

Product Designer, then Lead Product Designer, MyCujoo

Designed the partner tools for a live-streaming platform for amateur and semi-pro football, and the company's first native consumer app. Promoted to Lead Product Designer and grew the design team from one to four.

2015 – 2017
Amsterdam

Product & UX/UI Designer, Undeveloped

Created the brand identity from scratch and led a platform redesign that built customer trust and cut cancelled transactions. Designed the UI style guide that became a library of front-end components.

2013 – 2015
Kharkiv and Amsterdam

Freelance and agency designer

Designed websites, logos and promotional materials for small and medium-sized businesses, independently and with ATON creative agency and Spotzer Media Group.