

Alexander Belski

Product Design Lead · Growth, Monetization & End-to-end Product Design

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EU work permit

■ SUMMARY

Product Design Lead with 10+ years driving end-to-end design across consumer and B2B products. Specialised in growth and monetization – paywalls, pricing and conversion. Combine product thinking with hands-on execution, mentor designers, and build AI-augmented workflows across discovery, specifications and design ops.

■ EXPERIENCE

Lead Product Designer

Oct 2021 – Present

Social Discovery Group · Warsaw, Poland

- Lead designer for the growth team owning monetization and experimentation across the company's core consumer dating platform.
- 2025: experiments delivered +13.6% first-purchase conversion (CR2), +13% ARPPU and landed ~41% above the commercial profit target; multiple winning A/B tests rolled out as the new default.
- Designed and shipped winning experiments: payment-form redesign (+10% CR2), country/ZIP step (+8.9% CR2), first-purchase discounts (+15% ARPPU), gamified discount wheel (+18% repeat-purchase CR), Apple Pay across non-Safari (+10% CR2), subscription package highlight (+10.91% CR2).
- Built a suite of custom AI-agent workflows that automate competitor research, spec drafting, QA validation and stakeholder feedback processing – compressing design cycle time across the team.
- Designed and launched Magnet – a 0-to-1 B2C dating app that reached 7-figure revenue; owned brand, avatar system, onboarding, chat and monetization; led a small design team; presented at TechCrunch Disrupt 2023, San Francisco.
- Designed and launched Retention – an internal B2B platform for multi-channel email and push campaigns; adopted as the company-wide standard across all core products.

Senior Product Designer

Sep 2017 – Oct 2021

Social Discovery Group · Minsk, Belarus

- Designed web and mobile experiences across the company's portfolio of dating products.
- Grew from interface execution into product discovery, specification ownership and competitor research – laying the foundation for the Lead role.

Art Director

Mar 2015 – Sep 2017

Northern Lights Nordic-Baltic Film Festival · Minsk, Belarus

- Led visual identity and digital promotion for an international film festival – branding, marketing materials, editorial design and web presence.

UX / UI Designer

Feb 2014 – Sep 2017

ScienceSoft · Minsk, Belarus

- Worked across mobile and web product design projects including redesigns for banking applications (Unibank, Kapital Bank).
- Developed UX/UI fundamentals and design-systems thinking in a B2B agency setting.

Designer

Sep 2011 – Jan 2014

Primary · Minsk, Belarus

- Visual communication, branding, packaging and editorial design across diverse client projects.

■ SPEAKING & CONFERENCES

- TechCrunch Disrupt 2023, San Francisco – presented Magnet, a 0-to-1 B2C dating app.
- UX/UI Designer Meetup, Yerevan 2022 – speaker on the 'Social Life 3.0' panel hosted by SDVentures, attended by ~300 designers from the region.

■ SKILLS

Product Design Leadership · Growth & Monetization · Conversion Rate Optimization · Paywall & Pricing Design · A/B Testing & Experimentation · Product Strategy · Product Discovery & Research · UX / UI Design · Design Systems · Stakeholder Management · Mentoring · AI-Augmented Design Workflows · Figma

■ LANGUAGES

English (Professional working) · Belarusian (Native) · Russian (Native) · Polish (Basic)

■ EDUCATION

Belarusian State Academy of Arts

2008 – 2013

Bachelor of Graphic Design