



Anna Stoilova

3x FOUNDER
AI-NATIVE
PRODUCT GROWTH

📍 LONDON, UK

100K+
USERS ACQUIRED ON
~\$0 PAID SPEND

50M+
GAME PLAYS
SHIPPED

\$700K
EARLY-STAGE
CAPITAL RAISED

300+
PARTNERSHIPS
BUILT

RECOGNITION

LinkedIn Top Voice
'24 & '25

Bethnal Green Ventures
Accelerator

CONTACT

✉ anna@annastoilova.com

🌐 linkedin.com/in/annastoilova

📁 [Work portfolio](#)

01 PROFILE

HEALTHTECH
GAMING
AI & GROWTH

3x Founder & AI-Native Product Growth Leader with a track record of scaling consumer products from 0 to 100k+ users with ~\$0 paid marketing. Expert at architecting high-retention viral loops and building automated growth engines using LLMs, MCPs, and API-first workflows.

Deep experience in “zero-to-one” leadership in Healthtech, Gaming, and AI, and a rare combination of high-ticket B2B sales (WHO and US hospital systems, \$3k–\$30k tickets closed), technical building (Vercel/AI-assisted UI) and raising \$700k+ in early-stage capital.

02 EXPERIENCE

JAN 2022–
PRESENT

GAMING

Rogues Studio

CO-FOUNDER & CEO

- **Acquired 100k+ users with \$0 CAC** via a self-sustaining Telegram referral loop; maintained 40k peak MAUs through product-led social triggers.
- **Drove 50,000,000+ game plays** through rapid experimentation and 92+ consecutive weekly in-game tournaments.
- **Secured grant funding from 6+ blockchains** and managed the end-to-end funding process for the studio.
- **Established and scaled 300+ partnerships** to drive ecosystem growth, leading high-level negotiations and managing the partnership team.

NOV 2020–
JAN 2022

CONSUMER
MOBILE

TIKI

CO-FOUNDER & CPO

- **Generated 100,000+ waitlist signups in 6 months** on a total acquisition spend of <\$50k; produced all marketing materials and co-led growth strategy.
- **Achieved a \$0.65 cost-per-signup** in initial social advertising trials by creating a high-conversion brand identity and web experience from scratch in under a month.
- **Raised \$700,000 via a crowdfunding campaign**; personally produced all branding and design materials, and coordinated the campaign video production.
- **Built a 2,000+ member community** across Discord and Telegram, and led product design and prototyping of the TIKI mobile app MVP.

MAR 2017–
NOV 2020

HEALTHTECH
VR

Dual Good Health

CO-FOUNDER & CEO

- **Achieved a 36% increase in training scores for trainees** (verified by case study) by launching and scaling gamified VR medical learning software.
- **Sold and deployed VR software to global organisations**, including the WHO (pilot), Qatar Airways (pilot), Banner Health, and a Utah school district.
- **Closed high-ticket sales (\$3k–\$30k per deal) single-handedly**, leading the full cycle from outbound lead generation to close and implementation.



Anna Stoilova

CONTINUED

📍 LONDON, UK

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02 EXPERIENCE CONTINUED

03 TECHNICAL SKILLS & AI WORKFLOW

04 EDUCATION

SPEAKING

Pocket Gamer Connects
NFT.NYC
Live Service Gaming Summit

China · Turkey · Finland ·
Portugal · UK · Ireland

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🌐 [linkedin.com/in/annastoilova](https://www.linkedin.com/in/annastoilova)

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CURRICULUM VITAE

02 EXPERIENCE *continued*

SEP 2021—
MAR 2022

MENTORING

Innovate UK

DESIGN COACH

- **Mentored 11 early-stage startups** on value propositions, product-market fit, and growth strategy for the UK government's national innovation agency.

JUL 2019—
OCT 2020

HEALTHTECH
CONSULTING

Healthtech Product Design

SENIOR CONSULTANT

- **Visionable Global:** established the product design vision as the first in-house design hire; shaped the UX/UI and design systems for multiple clinical product lines.
- **LIVI:** solo-designed a data and measurement platform for clinics from scratch, managing the full UX/UI process through to product launch.

03 TECHNICAL SKILLS & AI WORKFLOW

Growth Engineering

Architecting viral loops and referral programmes enhanced by gamification mechanics. B2B lead generation and outreach systems (LinkedIn, email).

AI-Native Development

Advanced building with Codex, Claude Code, and Z.ai (GLM). Visual Studio Code, Vercel, and API/MCP connections for workflow automation.

Design & Product

AI-assisted UI/UX design, moving beyond traditional Figma-only workflows. Rapid prototyping, design systems, and roadmap prioritisation.

Commercial & Sales

High-ticket sales (\$30k+ deals) and early-stage capital raising (\$700k+), from outbound lead generation through to close.

Data & Insights

Architecting custom telemetry, and displacing legacy SaaS dashboards with AI-native querying via MCPs — focused on retention triggers and viral coefficients rather than vanity metrics.

AI-NATIVE

CLAUDE CODE

MCPS

LLM ORCHESTRATION

MAKE/ZAPIER

ENGINEERING

VERCEL

SUPABASE

POSTGRES

API-FIRST WORKFLOWS

DATA / GROWTH

GAMEANALYTICS

VIRAL LOOP ENGINEERING

REFERRAL ARCHITECTURE

04 EDUCATION

2013

MA Graphic Design

University of the Arts London

2011

BA (Hons) Graphic Design

Cambridge School of Art, Anglia Ruskin University