

AI-Native Workflows | 0→1 | Web & Mobile Apps | 6+ yrs in FinTech, HealthTech, SaaS

Freelance · Product Designer

Aug 2025 – Present

Product design from zero for early-stage teams and own products: concept, scope, flows, UI, and brand.

AI-assisted design-to-code workflow: developers get working front-end alongside Figma.

- Designed Yonder (iOS), a social map of places curated by people you trust; delivered the first version, brand, and launch kit, plus a landing page I designed and built with Claude Code.
- Designed Sonar (web, HR tech), an AI-powered employee-feedback platform with voice input; shipped the first version as working front-end that the developer took to production.
- Designed and built a macOS dictation app solo: Russian-tuned recognition, AI structuring, live translation, custom UI. Notarized, in closed testing.
- Created a research-based brand identity for De Koffieschenkerij and shipped the case study as a live site with an interactive timeline.

Netmonet · Senior Product Designer

Jun 2023 – Aug 2025

Led end-to-end guest UX for the B2C stream at a leading Russian fintech for HoReCa: QR tipping, bill payment, and ordering. Grounded decisions in guest and owner interviews, usability tests, heatmaps, and A/B tests.

- Launched Digital Menu 0→1 with POS-synced catalogs and prepaid/postpaid ordering: **+13%** connected venues, **+8%** bill-pay conversion.
- Redesigned the tipping flow: conversion to tip grew from **87% to 92%**.
- Rebuilt bill payment around a clear fork between “bill + tip” and “tip only”: **98%** of test respondents completed it with no difficulty.
- Integrated venue loyalty programs into bill payment (sign-in, points, discounts): **+2%** bill-pay conversion and more B2B partner sign-ups.
- Ran an iterative A/B testing program on checkout and the optional guest-paid service fee.
- Built a post-payment CES feedback loop that continuously surfaces UX issues and keeps a standing pool of research respondents.

Welltory · Product Designer

Jul 2021 – Dec 2022

All-in-one health & fitness app that reads body signals via the phone camera and wearables and turns them into a personalized daily feed. iOS, Android, Web, and WearOS.

- Turned the morning sleep message into paid sleep analytics (sleep zones, timing, efficiency, recovery) with a paywall entry for free users: **+2.4%** conversion to subscription.
- Designed Baseline, a feed message showing long-term progress to reduce churn. When **8 of 10** testers misread the first chart, redesigned it until every tester read it right and used the results to get the data-science algorithm upgraded.
- Designed iOS and Android onboardings for new, paid, and returning users.
- As Process Manager, ran design sprints, created team guides and checklists, improved product-design transparency, and co-led hiring.

Re:more · Product Designer

Sep 2020 – Feb 2022

A startup building a mobile visual novel. Owned end-to-end product design, from discovery and user research to high-fidelity UI, prototyping, testing, and delivery, plus brand identity and marketing creatives.