Natalia Mysnik

Senior Product Designer / UX/UI Designer

iOS/Android mobile apps

Remote · GMT+3 · Minsk

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SUMMARY

Product designer with 5+ years in iOS/Android mobile apps, including iGaming, wellness and subscription B2C products, investing and Telegram Mini Apps. I dig into data and logic, bring order and pull everything into a system, from a CJM built on data from 1,600 stores to a design system for 145 screens. At HeadUp, the onboarding flow with a personal plan lifted retention by 20–30%. I speed up flow audits and design system work with Claude Code and Figma MCP, prototype in code with Claude (vibe coding) and generate visuals in Krea.

EXPERIENCE

Product Designer, freelance

Oct 2024 — now

HeadUp and other products, working in teams with product managers and developers.

- **HeadUp — a subscription B2C app for managing screen time, iOS, Android, macOS.** Leading product design since May 2025. Designed the onboarding flow and screens with a personal plan, which lifted retention by 20–30%. A discount wheel raised revenue by 15–20% with a single onboarding screen. 85% of users finish onboarding, 45% leave their email. Before that, I designed two onboarding concepts for an A/B test, and a 61-screen prototype was tested with users in beta.
- **An app for investing in online casino traffic on RevShare, under NDA until the MVP launch — PWA, USDT/TRC20.** Ran a UX audit of the flows in 6 waves with 97 findings, and the client signed off the solutions in two packages and four spec iterations. Built design system v1 on two token layers with 95–100% style coverage and WCAG AA contrast checks, and brought about 145 screens into the system. An AI agent (Claude Code with Figma MCP) did the mechanical work in Figma on my tasks, while I owned the composition and scope decisions.
- **AI wellness mentor — iOS, on the App Store (NDA), March — June 2026.** Designed the flows without ready requirements and about 100 screens of a conversational AI interface in English and Russian. Made the chat the center of the product, with check-ins, a daily plan and metrics built into the dialogue. Handed off to development with a spec and ran design reviews of the builds.
- **Telegram store builder.** Analyzed data from ~1,600 stores with Claude, built a CJM and found that ~1% paid without a sales call and ~12% after one. Together with the marketer, we formed hypotheses around that gap, and I built the wireframes for the new onboarding flow from them. Some of the solutions are already deployed and being tested.

UX/UI Designer, MoreThan Design Agency

Jul 2021 — Oct 2024

An agency of ~10 designers: mobile and web products, games and Telegram mini apps.

- A year after joining, I became the only designer on projects and worked directly with founders, including English-speaking ones.
- **Hamster 2.0 — a tap-to-earn game in Telegram on TON.** In 1–2 months, turned the client's idea into a five-part economy, 90 wireframes, ~65 UI screens and a UI kit. Generated all the graphics myself with AI.
- **ZEALFIT — a trainer marketplace with payments and subscriptions,** about 640 screens for web and mobile.
- Telegram mini apps and games (Telegram Mini Apps) with TON withdrawals to a wallet.
- **iGaming** — UI for online casinos, crypto gambling games and casinos in Telegram.
- Ran 5+ expert usability audits of client products based on heuristics, and some of them led to a redesign.

A recommendation letter from the agency director is available on request.

PROTOTYPING WITH AI

- **Ouim — a mobile AI cooking app, my pet project, May — July 2026.** Went from a brief and competitive analysis to a live code prototype (Expo, React Native). The AI agent Claude Code wrote the code on my tasks, and I designed the interface myself. Deployed the prototype on Vercel and connected a user testing dashboard — ouim.vercel.app.
- Built a clickable code prototype of the AI mentor's morning check-in for the NDA version of the case in my portfolio with Claude Code in under an hour.

SKILLS

Platforms	iOS, Android, macOS, PWA, web · Human Interface Guidelines, Material 3
Product	Product hypotheses, CJM, user flows, funnels and cohorts, A/B test concepts, heuristic UX audits
Design	Interactive prototypes, design systems (components and variants, Auto Layout, variables, tokens, WCAG AA), design reviews and developer handoff
Domains	Investing: portfolio, USDT (TRC20) deposits and withdrawals, wallet and 2FA · subscription B2C apps: onboarding, paywalls, retention · wellness: AI dialogue, check-ins, daily plan · iGaming: online casinos, crypto gambling, casinos in Telegram · Telegram Mini Apps
Tools	Figma, FigJam · Claude Code: flow audits and design system work via Figma MCP, code prototypes (Expo, vibe coding) · Krea for visuals
Languages	Russian — native, English — B2+

EDUCATION

AI Native Designer, Pixel Perfect school, 2026. AI in research and strategy, design systems via Figma MCP, generative visuals, React prototypes with deployment. Diploma

UI Designer, UPROCK, 2023 · Mobile App Designer, SKVOT, 2021