



NATALIA KOLDAEVA


Sr Designer, Mobile


iOS, macOS, SwiftUI, Design Systems, AI, Developer Tools

 koldaevana@gmail.com

 (312) 978 18 60

 San Francisco, CA

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

 natalia.design

EXPERTISE

Mobile & Platforms

- iOS, macOS, Android, SwiftUI, UIKit
- Native interaction patterns
- HIG, Material Design

Design Craft

- Interaction design / Motion
- Typography / Layout
- UI (Figma, Sketch, SwiftUI)
- Prototyping (Xcode, Figma, Sketch, etc.)

Product & Data

- User research
- Usability testing
- A/B testing
- Behavioral analysis
- AI-powered experiences
- ML collaboration

Systems & Collaboration

- Design systems
- Design-engineering workflows
- Accessibility (WCAG AA / AAA)

CERTIFICATES

Meta iOS Mobile Application Development

(ID: KA8L92RAHFN2) Aug 2025

Google UX Design

(ID: LJ8UVKMCKCB2) Aug 2023

Nielsen Norman Group UX

(ID: 1040998) Nov 2020

EDUCATION

Moscow Technology Institute

Bachelor's, Digital Information Resources Design
2012 – 2017

Designer with hands-on expertise across multiple disciplines: Apple/Android-native design, design systems architecture, user research-driven product strategy, and AI/ML product design.

I go deep where it matters — from writing production SwiftUI to running usability studies to shipping AI features with ML teams — and I ramp fast in new technical domains, tools, and workflows.

Senior Product Designer | A1 App · Self-employed

Jan 2025 – Present · San Francisco Bay Area

- Designed and shipped 4 apps (1 iOS, 3 cross-platform), including cross-platform design systems, improving retention and engagement.
- Built 1,400+ iOS SwiftUI components and 3,000+ cross-platform components with detailed documentation and reusable, platform-native patterns — reduced development cycles by ~30%.
- Ran moderated usability testing and follow-up interviews with new users; findings directly influenced feature prioritization and reshaped the product roadmap.
- Validated design directions through rapid prototype testing, catching major workflow assumptions before shipping and saving weeks of post-launch rework.
- Shipped WCAG AA-compliant flows (color contrast, VoiceOver, Dynamic Type, left-handed usage) — zero accessibility-related issues post-launch.

Creator / Product Designer | SkySavage

Mar 2025 – Present · San Francisco Bay Area

- Picked up SwiftUI and Xcode as primary design-and-build tools; designed, prototyped, and shipped a production iOS/macOS app.
- Grew to 1k MAU with 40% retention lift.
- Architected a SwiftUI component library with usage docs and specs, eliminating cross-screen inconsistencies.
- Restructured multi-step technical workflows based on usability test findings, increasing task completion rates 20–25%.
- Shipped WCAG AA-compliant flows (color contrast, Dynamic Type) with pixel-perfect implementation.

Senior Product Designer, Mobile | Numerade · Full-time

Sep 2023 – Nov 2024 · San Francisco Bay Area

- Defined and shipped a cross-platform design system (3k+ components) with standardized patterns across 3 products — reduced dev cycle time ~30%.
- Adopted Xcode prototyping to replace static specs, cutting design-to-engineering review rounds from 4 to 2 per feature.
- Served on a cross-functional innovation team charged with validating new business ideas; pitched scalable feature concepts directly to the founder, securing buy-in for initiatives that became long-term revenue drivers.
- Ramped up on AI/ML workflows to design and ship 3 AI features (AI Tutor, Flash Cards, Lecture Recorder) — AI Tutor became the #1 engagement driver.
- Drove product direction for the iOS & Android redesign; 175% MAU increase and 112% revenue growth within 6 months.
- Raised app store ratings from 3.1 → 4.0 (Android) and 3.2 → 4.4 (iOS) by redesigning learning workflows around student behavior patterns uncovered through research.
- Authored a pattern library with interaction specs and edge-case docs, adopted across both platforms — reduced QA cycles by ~35%.

Senior Product Designer, Mobile | LoveTokens

Aug 2022 – Sep 2023 · San Francisco, CA

- Owned product direction and design from concept through App Store launch — first consumer app role, achieved 4.5 rating across 300+ reviews.
- Translated an unfamiliar problem space (emotional/behavioral use cases) into simple, elegant interaction patterns, reducing onboarding drop-off by 30%.
- Identified and resolved 12 critical usability issues through 3 rounds of moderated testing before launch.

Founding Designer | VISVA · Full-time

Feb 2018 – Aug 2022 · San Francisco Bay Area

- Built design practice from scratch at an early-stage startup; design decisions shaped the product roadmap for 4+ years.
- Designed core features (Schedule management, Group project planning, Educational Communities, and lightweight Social Chat.) — DAU grew 3x in first year post-launch.
- Ran 40+ usability studies and A/B tests that informed 3 major product pivots, each validated by measurable engagement lifts.
- Built a cross-platform design system (mobile + web) supporting 2 product lines and 6 engineers with zero visual debt.

Earlier Experience (Web → Mobile Transition)

Nov 2011 - Feb 2018

- Started in web-focused design (landing pages, lifecycle campaigns, visual systems), delivering 15–25% conversion lifts per project.
- Progressively moved into mobile and product design, building the research, systems thinking, and craft foundation that enabled the shift to native iOS work.