



# NATALIA KOLDAEVA

Senior Product Designer, Mobile

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## EXPERTISE

### Mobile & Platforms

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

### Design Craft

- Figma (advanced) · Prototyping
- Interaction design / Motion
- Typography / Layout
- Wireframing → Pixel-perfect UI

### Product & Data

- User research / usability testing
- A/B testing / behavioral analytics
- Cross-functional collaboration
- AI-powered experiences

### 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

Consumer mobile product designer — native iOS/macOS, design systems, research- and analytics-driven strategy. Partner closely with product, research, and engineering to ship features that change user behavior: redesigns driving 175% MAU growth, app-store ratings lifted 3.2 to 4.4, and accessible flows with zero post-launch issues.

### 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.
- Cut development cycles ~30% by architecting iOS and cross-platform design systems (1,400+ SwiftUI / 3,000+ components) with reusable, platform-native patterns and detailed documentation.
- Ran moderated usability testing, follow-up interviews, and behavioral data analysis with new users, directly influenced feature prioritization.
- 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

- Designed and shipped a production iOS/macOS app end-to-end in SwiftUI.
- Grew to 1k MAU with a 40% retention lift.
- 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

- Drove product direction for the iOS & Android redesign — 175% MAU increase and 112% revenue growth within 6 months.
- Raised app ratings 3.2 → 4.4 (iOS) and 3.1 → 4.0 (Android) by redesigning learning workflows around researched student behavior.
- 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.
- Designed and shipped 3 AI features (AI Tutor, Flash Cards, Lecture Recorder) in collaboration with ML teams — AI Tutor became the #1 engagement driver.
- Partnered with distributed engineering and product teams across platforms to ship consistent experiences.

### 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

- Designed core features (schedule management, group project planning, educational communities) — 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.