

Natasha Sysoeva

Senior Product Designer

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Profile

Product Designer with 6+ years of experience designing and scaling B2C mobile products for global markets, including creator tools and AI-powered products. Experienced in end-to-end product design, including User Research, UX Strategy, prototyping, A/B testing, and product analytics. Skilled in growth design - improving onboarding, activation, conversion funnels, subscriptions, and key product metrics. Experienced with Design Systems, iOS (HIG), Android (Material Design), and cross-functional collaboration with Product, Engineering, QA, and Marketing teams. Experienced in designing AI-powered features and applying AI agents and tools in my design process to simplify complex user experiences and drive measurable product impact.

Key Skills

End-to-End Product Design · User Research & Usability Testing · A/B/C · Systems Thinking · Strategy · Mentorship · Customer development · UX Copywriting (AI) · Rive · Lottie · Design Review · Design System · Gamification · JTBD · Material Design · HIG · Figma · Lokalise · Apphud · Lyssna · Jira · Confluence · Maze · Amplitude · Adobe · Krea · ChatGPT · Google AI · Claude

Career History

Movavi / Software Company (Photo and Video Editors), B2C, 100,000+ users

Senior / Lead Product Designer (Jun 2023 - Jun 2026) / Movavi app: Reelsmaker and video editor

- I work as a hands-on lead for growth and core streams
- Contributed to home screen optimization, resulting in a 57% increase in project creation conversion and 19% growth in trial-to-subscription rates (US and RoW).
- Contributed to onboarding flow redesign, achieving a 15.4% uplift in Export AFS CR, 14.3% in Purchase AFS, and 5.4% in trial conversions
- Handle everything from hypotheses and concepts to developer handoff and support
- As a Lead, responsible for functional process setup, sprint and roadmap planning, cross-department alignment, and collaboration with PMs, Dev, and QA, while managing teams of 1–3 designers

Product Designer (Dec 2020 - Jun 2023) / Clips: Video editor / iOS & Android

- Participated in product redesign and moving to Figma + Lokalise, Protopie
- Participated in internal meetups, sharing knowledge and ideas with colleagues

Junior Product Designer (Apr 2019 - Dec 2020) / Picverse: Photo editor / iOS & Android

- Designed the interface from scratch in a startup photo editor on Android and iOS, following the Material Design and HIG guidelines
- Participated in the full development cycle
- Used Sketch, Zeplin and Abstract

Certifications

Foundations of User Experience (UX) Design
Coursera
Credential ID: GCSAZQFFPXAP

Start the UX Design Process: Empathize, Define, and Ideate
Coursera
Credential ID: UEGW9JB4XGWD

UX analytics
Netology

Education

Bachelor and Master of Biotechnical systems and technologies

Novosibirsk State Technical University

2012-2018

Languages

English (B2)
Russian (Native)