

I take early-stage products from zero to one.

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Available from October 2026 · Portugal-based, working with EU and US clients · Remote or Lisbon

I'm usually the first designer a startup hires. Ten years of that, and most of it in one specific place: products that try to make sense of a person and hand the reading back to them. A therapy service, a research platform for immunologists, an AI journal, an AI workspace, and now two products of my own — both designed and built by me, not handed off to anyone. I work best close to founders, early, when the product is still a set of arguments rather than screens.

EXPERIENCE

2026 — NOW

Founder & product designer · Independent

AI products, zero to one. Positioning, research, interface, brand, and the build itself.

Mirror — AI coaching for leaders, in beta. Built around the conversation ahead, not the one that already happened.

noté — research insights tool, live. Designed and built it myself, in Claude Code, for my own research work.

2021 — 2024

Product designer · Independent

First or only designer for early-stage teams, including a year through the Numi.tech community.

Toolflow (2024) — AI workspace for marketers. Sole designer on a three-person team, one iteration to production a day.

Argued the product out of a chat-first interface and presented the research behind it; the chained-tool model that replaced it became the core of the product. Most of the work went into states rather than layouts — what a prompt builder does when a variable is empty, filled, or deleted while three other steps still depend on it.

Rosebud (2024) — AI journaling app, 150K+ users. Ran user interviews and presented them to the founders, who kept doing them after the project ended. The research showed people were using the app in several distinct ways, with different goals; I redesigned around those, and rebuilt the onboarding to cut the steps between opening the app and writing the first entry.

Yung.app (2021 — 2022) — AI-driven psychotherapy for teams. Turned the founders' vision into the architecture, the scenarios and the interface logic, then tested the prototype and cut the intake survey from 30 questions to 10.

Bird Buddy (2022) — smart bird feeder. Explored what to do with the volume of photos the cameras were generating; concepted a social layer for bird watchers, set the business goals and success metrics, and prototyped the key screens.

Plus shorter engagements over the same period, mostly early-stage teams needing an MVP defined and shipped. The projects above are the ones where I owned the most.

2020 — 2021

Founding designer · ImmunoMind

AI research platform for biologists, zero to one.

Spent 30 hours with immunologists before drawing a single screen — lectures on immunogenomics and immunotherapy design, recorded customer interviews, team sessions on the market — then mapped how they think about their own work. That map drove the whole information architecture.

Ran the first usability tests on a Figma prototype and found what mattered most to scientists: not the result, but being able to follow their data through the pipeline. Every iteration after that was built around it.

Wrote the design documentation and ran workshops for a team that had never worked with a designer.

2020

Co-founder · Peer to Peer

Online platform where children taught each other.

Started with 20 volunteers recruited through social media and grew to 100+ children across several countries, with no paid promotion. First paying customers two months in.

Closed it deliberately. Minors can't sign contracts, and we couldn't reliably tell a child's own interest from a parent's ambition. The unit economics were solvable; that wasn't.

2018 — 2020

Product designer → Design group lead · Chili Labs

Bookla — the studio's own booking marketplace, and I was the only designer on it. Three weeks for research and prototype, so I picked the health and beauty sector, interviewed four business owners and 20 customers on site, and designed for what I found: a deposit system for the trainers losing money to last-minute cancellations, and multi-device access for the salon where the whole staff shared one computer.

Launched January 2019 on iOS and Android. W3 Silver, 2021. 4.8 in the App Store across 2,500+ ratings.

Built the design system that kept both apps consistent, and grew from contributor to lead — hiring, mentoring, and starting the studio's UX research practice.

ALSO

Framer and Figma templates and components, downloaded by 180,000+ designers; several earn monthly revenue.

Regular contributor to UX Collective; every article picked up editorially.

EDUCATION

Moscow University for the Humanities — BA, Public Relations
Moscow State Institute of Music (Schnittke) — Choral
conducting
Reforge · Interaction Design Foundation · British Higher School of
Design

TOOLS

Figma, Framer, Webflow
Claude Code, Codex
English, Russian

Off-screen: licensed to skipper a sailboat, trained choir conductor, still sketching in pastel.