Anastasiia (Nia) Rudenko

Product Designer (UX/UI)

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Summary

Product designer with 2.5 years in-house, taking early-stage products from concept to MVP, usually as the only designer on the team. Strongest at turning ambiguous briefs into clear user flows and prototypes, and at improving the design process around them. Looking for an in-house product team where design decisions are tested with real users and metrics.

Experience

UX/UI Designer — You Are Launched

Feb 2025 – Mar 2026 · Digital product development company building MVPs for early-stage startups

- Sole designer on two mobile apps from concept to MVP: an AI coaching app for athletes and coaches (with a PM and ~4 developers) and FlipCIT, a gift-card cash-out app.
- Structured the coaching app around two user types with different mental models, resolving them into two modes within one app.
- Designed 5 shipped landing pages and 15 company-website pages; took one landing page from brief to live in 5 hours.
- Introduced a 12-archetype brand framework to guide design decisions; adopted company-wide.
- Used Microsoft Clarity heatmaps to settle a client layout dispute with evidence instead of opinion.
- After features were cut post-design, proposed in a retro that designers join scope decisions from wireframing; the company changed how it scoped later projects.
- Received the company's “Wow Feature of the Year” award.

UX/UI Designer — VRG Soft

Aug 2023 – Sep 2024

- Sole designer across multiple startup projects, from intake and discovery through UX flows, UI and developer handoff.
- Built component libraries and handoff specs that reduced rework across projects.
- Designed Money Manager, a budgeting and expense-tracking app, end to end.
- Delivered a new template for a no-code photographer-portfolio builder under a tight deadline; the client accepted it without major changes.

Skills

Product & UX: user research, user flows, information architecture, wireframing, prototyping

UI: mobile app UI, responsive web and landing pages, component libraries, brand identity

Tools: Figma, Figma Sites, Adobe Photoshop, Adobe Illustrator, Microsoft Clarity, Jira, Notion, ClickUp, HTML/CSS (basic), Claude Code

Education

MA & BA, Germanic Languages and Literatures — Oles Honchar Dnipro National University, 2017–2023

Courses: Awwwards Academy (visual design, product, UX) · Identity Design course · Workshops: Onboarding Design, Metaphor in Design

Languages

Ukrainian (native) · English (C1+) · German (B1)