

Alla Kuchynskaya

Senior Product Designer · AI Product Designer & Builder

Bali, Indonesia (GMT+8) · Remote worldwide · Open to relocation

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Portfolio: [alla.studio](#) / [LinkedIn](#)



SUMMARY

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Senior Product Designer with 12+ years in startups, from 0-to-1 MVPs to apps with 55M+ downloads. I design mobile and web products end to end: discovery, UX research, UX/UI, design systems and AI-assisted, vibe-coded prototypes (Cursor, v0, Lovable), so ideas reach real users faster. Strongest in onboarding, activation and retention. Domains: AI, health, social, family safety and consumer apps.

- **VOCHI:** led UI for an AI video editing app, App of the Day in 126 countries, later acquired by Pinterest
- **Findmykids:** redesigned onboarding and core flows, contributing to +18% retention and +22% engagement
- **Flo:** designed the chat experience and chatbot flow for the women's health app

EXPERIENCE

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Findmykids Senior Product Designer, Contract

Oct 2025 – Apr 2026

Cyprus · Remote · Family safety app with 55M+ downloads

- Redesigned core product flows and key screens as part of a broader product refresh
- Optimized onboarding and the parent-child connection flow, contributing to +18% retention
- Redesigned map, profile and reports screens, contributing to +22% engagement
- Added personalized tips and behavioral insights; shaped the strategy for multi-role family profiles

PeopleDo Senior Product Designer

Jun 2023 – Jun 2025

Dubai, UAE · Remote · Global community platform connecting entrepreneurs, professionals, investors and mentors

- Designed the MVP from scratch and built a scalable design system
- Conducted UX research, user interviews and audience segmentation
- Designed referral flows, matching logic and community engagement features
- Improved onboarding and activation funnels to support retention growth
- Partnered with stakeholders on product strategy, growth initiatives and roadmap

Tattoo App Co-founder & Product Designer

Mar 2024 – Sep 2024

Urbo Labs, Inc. · Remote · AI tattoo generator

- Co-founded the product and led design end to end, from concept and UX to a launched app
- Built the design system; led UX research and design improvements (+35% engagement)
- Designed the AI generation mechanics (+28% retention)

Sleepagotchi Senior Product Designer, Contract

Apr 2023 – Jun 2023

United States · Remote · Gamified app for healthier sleep habits

- Designed gamification mechanics to increase daily engagement and habit tracking
- Redesigned onboarding and the main dashboard for clarity and usability
- Helped the app reach Top 10 in Health & Fitness on the App Store (Philippines) within one week of Open Beta

BrainRocket Senior Product Designer

Dec 2021 – Apr 2023

Limassol, Cyprus · On-site · High-load gaming and entertainment platforms, 500K+ monthly users

- Led the design team and introduced a component-based design system, improving efficiency across teams
- Designed monetization flows that increased ARPU by 15%
- Delivered scalable UI for several high-load products

Intch Senior Product Designer

May 2021 – Dec 2021

United States · Remote · AI-powered professional networking app

- Redesigned the onboarding flow, improving activation by 20%
- Designed networking flows to improve connection relevance and in-app engagement
- Proposed and tested features to support retention and referral growth

Connect.Club Senior Product Designer

Oct 2020 – Oct 2021

Remote · Metaverse-style social platform

- Designed end-to-end mobile flows; active users grew 3x in 6 months
- Led UX research and usability testing with 200+ users
- Built the brand identity and product visuals; the app was featured by TechCrunch

VOCHI UI/UX Designer

May 2019 – Feb 2020

Minsk, Belarus · AI-powered video editing app

- Led UI design for iOS and Android with AI-powered video effects, from early concepts to launch
- Created wireframes, prototypes and the initial design system; ran usability testing
- App of the Day on the App Store in 126 countries; VOCHI was acquired by Pinterest in December 2021

Earlier experience

2015 – 2019

- **Commun**, UI/UX & Web Designer, Remote, Feb 2018 – May 2019. Blockchain social network built from scratch for iOS, Android and web; created its first design system
- **80days.me**, UI/UX Product Designer, Remote, Jul 2017 – Feb 2018. Multi-city travel booking; improved the end-to-end booking funnel; Product of the Week on Product Hunt
- **R-Style Lab**, UI/UX Designer, Minsk, Jan 2015 – Jul 2017. Key project: **Flo** women's health app (chat experience, chatbot flow, habit and health tracking screens). Clients included Netflix and SageGlass

SKILLS

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EDUCATION

04

Product design: end-to-end product design, 0-to-1 MVP, mobile (iOS, Android), web, UX/UI design, interaction design, information architecture, user flows, wireframing, prototyping, design systems, UX writing

Research & growth: user interviews, usability testing, A/B testing, JTBD, metrics-driven design, onboarding, activation, retention, monetization, conversion optimization

AI: AI product design, generative AI, prompt engineering, vibe coding, AI-assisted prototyping

Tools: Figma, FigJam, Framer, Lovable, Cursor, v0, Claude, ChatGPT, Midjourney, Miro, Jira, Amplitude, Mixpanel, Hotjar, Optimizely

Belarusian State University
Bachelor's degree, Communication Design
2010 – 2015

LANGUAGES

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Russian (native), Belarusian (native), English (intermediate, working proficiency), Polish (elementary)