Alla Kuchynskaya

Senior Product Designer & AI Builder.
Founder of Reel Maker.



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

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SUMMARY 01

Senior product designer with 12+ years in startups, from 0-to-1 MVPs to an app with 55M+ downloads. I design mobile and web products end to end: research, flows, UI, design systems. And I build what I design: Reel Maker, my AI editor for Reels, went from idea to beta in three weeks, designed and coded with Claude Code. Strongest in onboarding, activation and retention. Domains: AI, health, social, family safety and consumer apps.

55M+	+18%	126	+20%	3×	+15%
downloads	retention	countries, App of the Day	activation	active users in 6 months	ARPU
Findmykids	Findmykids	VOCHI	Intch	Connect.Club	BrainRocket

EXPERIENCE 02

Reel Maker Founder & Product Designer — my product — Nov 2026 – now

Bali · Remote · AI editor for Reels: film, pick a look, say what to change · reelmaker.video

- Took the product from idea to beta in three weeks, alone: research, design and code with Claude Code
- Designed 8 title looks, a teleprompter that follows your voice and a studio where you direct the edit in plain words
- Interviewed founders and experts who film themselves, made the brand and a landing page in English and Russian, opened a waitlist and built only what people responded to

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
- Optimised onboarding and the parent-child connection flow, contributing to +18% retention
- Redesigned map, profile and reports screens, contributing to +22% engagement
- Added personalised tips and behavioural insights; shaped the strategy for multi-role family profiles

PeopleDo Senior Product Designer — Jun 2023 – Jun 2025

Dubai, UAE · Remote · Community platform for entrepreneurs, professionals, investors and mentors

- Designed the MVP from scratch and built a design system that scaled with the product
- Ran UX research, user interviews and audience segmentation
- Designed referral flows, matching logic and community features; improved onboarding and activation

Tattoon 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; UX research and design improvements brought +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 for daily engagement and habit tracking; redesigned onboarding and the main dashboard
- 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 used across teams
- Designed monetisation flows that increased ARPU by 15%
- Delivered 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 for more relevant connections; proposed and tested retention and referral features

Connect.Club Senior Product Designer

Oct 2020 – Oct 2021

Remote · Metaverse-style social platform

- Designed end-to-end mobile flows; active users grew 3× 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 video effects, from early concepts to launch
- Created wireframes, prototypes and the first design system; ran usability testing
- App of the Day on the App Store in 126 countries; VOCHI was acquired by Pinterest in December 2021

Commun UI/UX & Web Designer

Feb 2018 – May 2019

Remote · Blockchain social network

- The only designer: built iOS, Android and web apps from scratch and created the first design system
- Designed UX for tokenised interactions, on-chain voting and the wallet

Earlier 2015 – 2018

- **80days.me**, UI/UX Product Designer, Jul 2017 – Feb 2018. Multi-city travel booking; improved the booking funnel; Product of the Week on Product Hunt
- **R-Style Lab**, UI/UX Designer, Minsk, Jan 2015 – Jul 2017. Key project: Flo, the women's health app (chat experience, chatbot flow, health tracking screens). Clients included Netflix and SageGlass

SKILLS 03

Product design. End-to-end product design, 0-to-1 MVPs, iOS, Android and web, UX/UI, interaction design, information architecture, user flows, prototyping, design systems, UX writing.

Research and growth. User interviews, usability testing, A/B testing, JTBD, metrics-driven design, onboarding, activation, retention, monetisation.

AI. AI product design, generative AI, prompt design, building with Claude Code, AI-assisted prototyping.

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

EDUCATION 04

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

LANGUAGES 05

Russian and Belarusian (native), English (working proficiency), Polish (elementary).

CASES 06

Findmykids, Reel Maker and Commun, step by step, on my site. More cases on request, just ask on Telegram.