

Yuliia Usan

Product Designer (Growth)

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I'm a Growth Product Designer with a fine-arts background and 5+ years across EdTech, women's health & wellness, FinTech and IoT. I combine analytics and hypotheses with strong visual craft, working across the full AARRR funnel to find growth opportunities before designing solutions.

Experience

Complete Fun LTD - Product Designer ([LinkedIn](#)) | Headcount - 11-50

Ukrainian-founded product startup building B2C apps in Travel, EdTech and Health & Fitness.

Nicosia, Cyprus

Skills — EdTech platform for learning AI from zero (web, iOS, Android) ([App Store](#)) 2026 - Present / Remote

Launch an AI learning product from zero to market and grow activation.

- Increased first-week lesson completion by **12%** by designing a personalized first-session experience, from goal calibration to a tailored first lesson.
- Launched the **brand, design system and UI from scratch** across all three platforms (**100+ screens** on web).
- **Built an AI-assisted workflow end-to-end**: set up Claude Code with Figma MCP to speed up design system and screen production, and designed how AI agents generate in-app illustrations in a consistent style (Midjourney style system for icons and the mascot).

Shapely — fitness & wellness app for women in peri- and menopause ([Google Play](#)) 2025 – 2026 / Remote

Launch a subscription fitness product - web funnel plus iOS and Android apps - and grow its monetization.

- Increased monetization conversion by **20%** by redesigning the conversion funnel end-to-end and validating it through A/B testing.
- Defined **what to build first** by running the first user research and surveys, and turning the findings into a prioritized development plan.
- Launched the product **to production** and improved **activation and retention** by building the design system, process and dev handoff from scratch as the first designer, and leading a product-wide design revision based on usability testing.

Relevant Software - Senior UI/UX Designer ([LinkedIn](#) / [relevant.software](#)) | Headcount - 51-200

Custom software development company building products for international clients.

Lviv, Ukraine

Poncho — financial wellness platform for U.S. military personnel ([case study](#)) 2024-2025 / Part-time

Turn a large, unfocused scope into a shippable MVP for a niche audience.

- Cut a large-scale project from **80+ screens** to a **focused MVP** by working with a business analyst to identify key user scenarios and prioritize features.
- Resolved **critical UX issues** by redesigning the platform's complex modules — analytics, money transfers, payments and the admin panel — and adding onboarding and a tooltip system for the target user.
- Initiated and developed a scalable design system from scratch, which accelerated development, simplified redesigns, and facilitated ongoing interface updates.

MobiDev - UI/UX Designer ([LinkedIn](#) / [mobidev.biz](#)) | HQ - Atlanta, GA, US | Headcount - 200-500

Software company building and scaling digital products for 400+ clients in the US, Canada and Europe.

Kharkiv, Ukraine

BeONE Sports — AI video analysis app for young athletes and coaches ([case study](#)) 2023-2024 / Remote

Make AI-driven technique analysis clear and usable for kids and their coaches on mobile.

- **Reduced user errors by 20%** by analyzing user behavior in Google Analytics and redesigning the app's navigation based on the findings.

- Helped athletes **record usable footage** by improving 10+ screens for video recording and motion analysis, and adding video saving and sharing.
- **Expanded monetization and engagement** by adding 5 new sports, a system for purchasing professional athletes' movements with free and paid tiers, and a first version of the achievements system.

Recycling Assistant — cross-platform app for waste sorting in the EU ([case study](#) · [Google Play](#)) 2023 / Remote

Launch a consumer sustainability app across iOS and Android.

- Contributed to a launch that reached **10,000+ downloads** and a **4.5★ rating** within the first months by designing 30+ screens and interactive prototypes for both platforms.
- **Increased engagement** by creating custom illustrations and animating a robot assistant (Illustrator, After Effects).
- Enabled **automatic waste categorization** by designing scanning and recognition flows with developers, and supported the launch with a landing page and marketing banners.

BarTrack — draft beverage management platform for bars and restaurants ([case study](#)) 2022 / Remote

Make setting up IoT sensors simple for bar staff with no technical background.

- Joined as the third designer to own one of the platform's **critical flows - connecting IoT sensors** over Wi-Fi and Ethernet.
- Turned **hardware constraints into a working setup flow** by designing live on calls with the engineers who used the sensors hands-on, collecting their input on device behavior, connection states and errors.
- Aligned a **15+ person engineering team** around the interface by turning their hands-on knowledge of the device into design decisions, and presented the solutions to the client.

Location-based social app with AR features (NDA) ([selected features on Behance](#)) 2021-2022 / Hybrid

Design a social app connecting people through a live map, for iOS and Android - now at **1M+ downloads**.

- Joined as the second designer, **owned the Android app** end-to-end (200+ screens), supported new iOS features, and later took over design for both platforms in a 50+ person team.
- Co-led a rebuild of the product's **design system**, replacing an inconsistent legacy library and clearing UX debt across both platforms.
- **Increased engagement** through AR maps with geolocation and gamified achievements (10+ levels).
- Ensured **design quality in release** by building a scalable content-browsing system with animations and prototypes, and reviewing implementation with PMs, BAs and developers.

Certifications

Growth Design [link] , Projector Institute	400 hours	Mar 2026
Web Design Portfolio Camp [link] , Projector Institute	80 hours	June 2024
UI/UX design+prototyping course [link] , Lemon School	300 hours	May 2020

Education

Bachelor's Degree in Tourism Management, A.N. Beketov Kharkiv National University	Ukraine, 2017 – 2022
Diploma in Fine Arts, Municipal School of Arts	Ukraine, 2009 – 2016
Professional Diploma in UX Design, UX Design Institute (GCU Accredited)	192 hours May 2022

Skills & Languages

Design: End-to-end product design, Data-informed design, Growth design (Product-led growth, activation, retention, monetization, funnel analysis, hypothesis-driven work), Design system, UI design, UX design, User research, A/B testing

AI in design: AI-assisted design workflows and asset pipelines, generative image & video, design-to-code

Tools: Figma, Figma Make, Claude Code (Figma MCP), Maze, Tableau, Google Analytics, HTML/CSS.

Languages: Ukrainian - native · English - B2 (upper-intermediate) · French - A1 (basic)