

NATALY FREYDIN

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WORK EXPERIENCE

Senior Product Designer

Apr 2023 – Present

LCC OZNA (Enterprise, SaaS, PaaS, CMS Software)

- Owned the **end-to-end design process for 6+ SaaS, B2B, CMS products** – from user research and UX architecture to UI design and implementation handoff
- Built and evolved a **scalable Design System**, ensuring consistency and efficient reuse across multiple products
- Redesigned and improved existing products, enhancing usability, visual clarity, and overall user experience
- Worked closely with product and engineering teams throughout implementation, ensuring design quality and efficient delivery

Middle Product & UX UI Designer

Jul 2022 – May 2023

Startup Phygitalism & Self-employee (Software & Web Development, AI)

- Designed and improved an **AI-based product** as the primary designer, focusing on UX architecture, interface design, and usability
- Designed and optimized core user flows and interfaces, contributing to a **20%+ improvement in conversion** and user engagement
- Created product and marketing interfaces, including landing pages and e-commerce flows, with a **strong focus on clarity and usability**
- Collaborated with product and engineering teams to implement designs and iterated based on usability testing and feedback

Product Designer

Jul 2020 – Apr 2023

PJSC Rosneft (Fortune Global 500 — Enterprise IT R&D)

- Designed production-ready UI and UX solutions for large-scale products, including SaaS and enterprise platforms
- Owned core design tasks independently, from wireframes and user flows to high-fidelity UI and final layouts
- Conducted usability testing and iterated on designs based on user feedback and product requirements

SKILLS

Product & UX/UI Design · UX Research · User Flows & CJM · JTBD · Data-Driven Design · Data Visualization · Design Systems · Process Optimization · Figma · Sketch · Adobe · CSS · HTML

EDUCATION

- MBA in Technology Management University of Haifa, Israel (2025 – 2026)
- B.Sc. in Business Informatics Ufa State Aviation Technical University, Russia (2016 – 2020)
- Professional Certificate in UX/UI Design Tomsk State University, Russia (2022 – 2023)

English (professional working proficiency) · Hebrew (speaking) · Russian (mother tongue)