

DIANA MAS

PRODUCT DESIGNER

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SUMMARY

As a product designer with 8 years of experience in visual communications, I have a knack for creating stunning and intuitive products that captivate users. I have a proven track record of delivering outstanding results under tight deadlines and technology limitations, thanks to my experience working cross-functionally for AR game production and with the AI startup founding team. Whether for entertainment, fintech, or e-commerce, I take pride in managing projects from scratch to release and have a passion for solving next-level problems.

SKILLS

User Experience Design / UX	UX Research	Information Architecture / IA	Wireframing
User Interface Design / UI	Usability Testing	Customer Journeys	Prototyping
Visual Design	Heuristic Evaluation	User Stories	Design System
Interaction Design	Competitor Analysis	User Flows	Visual Mockups

PROFESSIONAL EXPERIENCE

LEAD PRODUCT DESIGNER

Vana | New York, NY, US | Apr 2023 - May 2024

At Vana, I led the design for two innovative products, Portrait and Gotchi, which successfully integrated over a million users into our personal AI platform. Both products focused on maximizing user engagement through tailored AI functionalities.

- Resolved significant usability challenges within Portrait's onboarding process and core experience, resulting in improved conversion rates and a more intuitive user understanding of the product.
- Led the design for Vana's ambitious second project (Gotchi), which was built from scratch.
- Acted as the sole product designer, working closely with the founding team, product managers, engineers, and marketing specialists.
- Implemented advanced practices in user research and quality assurance, significantly elevating product reliability and user insights.
- Developed the brand identity for the project, setting the visual and emotional tone of the product. Partnered with marketing to craft and execute creative campaign strategies.
- Managed external web design contractors and prompt artist, enriching web presence and visual storytelling.

FOUNDING DESIGNER

Fuse | New York, NY, US | Feb 2022 - Jan 2023

Fuse was a fintech startup that provided a card to streamline group payments, allowing users to split expenses with others in real time.

- Led design across different mediums, including app, desktop, and mobile web.
- Used a data-based approach and conducted moderated and unmoderated usability testing to verify my hypotheses.
- Collaborating with my cross-functional partners, developed a design system that allowed us to streamline design & engineering.
- Redesigned the home page and the main features that doubled the number of users activated after the sign-up.
- My improvements in the flow of sending and accepting invites resulted in a 62% increase in transactions with guest payments.
- Improved the QA process that helped us enhance the visual quality and consistency of the product and reduce the number of bugs.
- Produced marketing and branding assets.

DIANA MAS

UI/UX DESIGNER

Self-employed | New York, NY, US | Jan 2020 - Jan 2022

- Developed performing branding, style, and web design for the RevOps shop.
- Worked with founders of Lomonosov startup to shape their minimal viable product in the real estate sphere.

INTERACTION, UI DESIGNER & CONCEPT ARTIST

Snap.Inc | Kyiv, Ukraine | May 2018 - Dec 2019

I designed AR and social experiences for the Snapchat Snappables team.

- Designed 3 hit games that doubled and tripled the average conversations total.
- Created close to 40 game flows, most of which were successfully launched.
- Participated during the entire game development cycle, from initial concept brainstorming to the final game user testing.
- Contributed to group efforts with detailed user flows, wireframes, high-fidelity mockups, and prototypes.
- Produced illustrations and assets for games.
- Cooperated with engineers, animators, 3D artists, game designers, animators, copywriters, and others to ensure quality and produce stunning results.

ILLUSTRATOR & CONCEPT ARTIST

Self-employed | Kyiv, Ukraine | Feb 2016 - Apr 2018

- My clients include Leo Burnett, ISD Group, and Artkai.
- Working directly with the publisher, I created visual styles, characters, illustrations, and final layouts for 5 books for younger kids.
- Developed concept art and UX mechanics for a VR game for Google Cardboard.

WEB DESIGNER

POPEL Interactive Agency | Kyiv, Ukraine | Jun 2015 - Jan 2016

- Designed websites in collaboration with engineering, copywriters, and animators.
- Created icons, illustrations, and infographics.
- Produced marketing materials.

EDUCATION

MOBILE INTERFACE ADVANCED

Projector Institute

Aug 2022 - Oct 2022

UX DESIGN

Projector Institute

Nov 2020 - Jan 2021

WEB DESIGN

Projector Institute

Apr 2020 - May 2020

VISUAL ART ENRICHMENT

New York Art Studio

Jan 2020 - Apr 2021

2D ANIMATION

AnimationSchoo

Sep 2018 - Oct 2019

VISUAL STORYTELLING IN ANIMATION

Projector Institute

Jan 2018 - Apr 2018

CONCEPT ART

Games Academy

Sep 2016 - Nov 2016

ILLUSTRATION

School of Visual Communication

Apr 2015 - Jun 2015