



AZAT AKHMETZIANOV

Design Team Lead / Product Designer

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ABOUT ME

Experienced and results-driven Design Team Lead/Product Designer with 4+ years of expertise. I specialize in Enterprise and AI products. Strengths: UX analytics, product strategy, system design, growth of product and business metrics, building design systems, leading the product team and interacting with stakeholders.

WORK EXPERIENCE

Duck.Design

Digital Design Agency (London, UK)

Team Lead / Senior Product Designer

January 2026 – Present

- Led the design direction within a product team delivering large-scale B2B and B2C projects.
- Established an **end-to-end** design process: from hypothesis generation to UX research, prototyping, and handoff to development.
- Introduced a hybrid research framework combining synthetic and real-user methods (**A/B, A/B/n, usability**), significantly **reducing company costs**.
- Designed and implemented a flexible **Claude Code + MCP** agentic workflow, where an orchestrator coordinated specialized subagents for briefs, research, design systems, UI design, art direction, and two-stage QA across project-specific workflows.
- Coordinated designers and aligned design work with stakeholders and product strategy.
- Contributed to UX strategy and roadmap prioritization in collaboration with the Product Manager and CEO.
- Mentored new designers, conducted design reviews.
- Built team processes, quality standards, collaboration workflows with engineering, and a scalable design system. Created a flexible component library that **accelerated** the team's design process by **×2**.
- Expanded the use of AI tools, reducing time spent on creative generation.
- Led product presentations and client meetings in English.
- Participated in hiring and candidate evaluation.

Team impact:

- **95%** on-time delivery
- research speed **×2.5**
- implementation speed **×2**
- CR **+15%**
- MAU **+25%**
- drop-off **-30%**

Senior Product Designer

January 2024 – January 2026

- Designed complex B2B and B2C products: built user flows, created IA, developed CJMs and JTBD, and produced high-fidelity prototypes.
- Conducted UX research: customer development (CustDev), in-depth interviews, and usability testing.
- Leveraged synthetic research methods, accelerating research timelines and reducing company costs.
- Formulated and validated product hypotheses, launched A/B and A/B/n tests.
- Analyzed product metrics: Conversion Rate, Retention, MAU, LTV, drop-off.
- Evolved the design system: components, tokens, guidelines, accessibility (WCAG), documentation.
- Collaborated closely with engineering to ensure accurate interface implementation.

Results:

- CR **+15%**
- MAU **+25%**
- drop-off **-30%**
- research speed **×2.5** (including via synthetic research)
- implementation speed **×2** (including through a standardized design system and AI tools: ChatGPT, Claude, Midjourney, Recraft, Krea, Flora)

Rulebreakers

Digital Agency & Product Development (Tbilisi, Georgia)

Middle Product Designer / UX/UI Designer

March 2022 – January 2024

- Delivered 10+ large-scale B2B, B2C, and B2G projects, designing end-to-end solutions from UX research and CJM/JTBD to interactive prototypes, design systems, and developer handoff.
- Optimized the design-to-development handoff process, reducing developer revision requests by 40%.
- Contributed to a unified design system and documentation, reducing approval cycles by 2–3× and lowering team workload.
- Owned end-to-end projects from discovery to release. Supported complex team initiatives, improving solution quality and user engagement.
- Led team and client meetings, presented design solutions, demonstrated deliverables, gathered feedback, and collaborated with CEO, CTO, PM, and Team Leads to align decisions.

EDUCATION

ITMO University

September 2023 – July 2027

Bachelor's degree, Product Design

HSE Art and Design School

July 2021 – March 2022

Product Design & Analytics / Course

SKILLS

Enterprise UX, B2B SaaS, Product Design, UX Design, UI Design, Complex Product Design, Platform Design, Complex Web Applications, Admin Panels, Back-office Systems, Workflow Design, Complex Workflows, Information Architecture, Systems Thinking, Product Strategy, UX Strategy, Product Thinking, Product Vision, Product Discovery, User Research, UX Research, Market Research, Usability Testing, Prototyping, Wireframing, Figma, Design Systems, Component Libraries, Design Tokens, Design QA, Handoff, Data-heavy Interfaces, Dashboards, Data Visualization, Data Tables, RBAC, User Roles & Permissions, Multi-user Workflows, Multi-tenant SaaS, Stakeholder Management, Cross-functional Collaboration, Mentoring, Artificial Intelligence, GenAI, Claude, Claude Code, MCP, AI-assisted Design Workflow, Agentic Workflows