

PROFESSIONAL SUMMARY

Dynamic and results-oriented Product Designer and UI/UX Designer with over 4 years of experience in creating user-centered and data-driven design solutions for B2B and B2C e-commerce web and mobile products. Notably contributed to a Central Asian tech company with 10M+ users, \$100M+ in funding, and a post-money valuation of over \$1 billion. Proven expertise in enhancing product design through intuitive user experiences, innovative decisions, attention to detail, and industry trends. Skilled at managing multiple projects with design consistency and cross-functional team collaboration, driving continuous improvement in the design process and key performance metrics aligned with business goals.

KEY SKILLS

- **Design Tools:** Figma, Sketch, Adobe XD, Maze, Notion, Miro, Principle
- **Analytics & Collaboration Tools:** Google Analytics, Firebase, Jira, ClickUp, Slack
- **Web Development:** HTML, CSS, Accessibility, AI Tools

PROFESSIONAL EXPERIENCE

Culver Electronics, Culver City, CA

May 2024 – Current

<https://culverelectronics.com/>

Culver Electronics is a high-service distributor specializing in sourcing and supplying a broad range of electronic components, including integrated circuits, connectors, and both active and passive components.

Product Designer

- Redesigned desktop and mobile version of the website to increase conversion among potential customers and designed a CRM system to manage incoming supplier requests.
- Conducted user research and data analysis to gain insights into user needs, driving the creation of product requirements and UX improvements.
- Analyzed competitors and developed a distinct market positioning with engaging visual assets and a tailored brand tone, making Culver Electronics stand out in the electronic components sector.
- Established component libraries with iconography, typography, color guides, and reusable components to maintain design consistency across digital products.
- Developed user flows, information architecture, product roadmaps, storyboards, and prototypes to effectively communicate design concepts and strategies to stakeholders.
- Collaborated daily with stakeholders to align product vision, web design, graphics, and branding with company goals, ensuring that all visual elements support business goals and facilitate ongoing improvement.

Uzum Technologies, Tashkent, Uzbekistan

Nov 2023 – Apr 2024

<https://uzum.com/en/>

The Uzbek company Uzum has raised over \$100 million, becoming the country's first tech company unicorn with a valuation of over \$1 billion, developing a digital ecosystem, and serving over 10 million users nationwide.

Product Designer

- Designed mobile (iOS, Android) “Uzum Courier” application and B2B desktop web admin panel to streamline management efficiency and enhance interaction design.
- Moderated the test launch of the “Uzum Courier” mobile application for delivery services in a new business region, impacting the overall delivery operations of the service.
- Conducted usability research and performance reviews of the courier app in the field by completing delivery shifts alongside drivers.
- Implemented processes for design handoff to development by creating site maps, user flows, wireframes, mockups and prototyping, reducing errors in new app releases.
- Collaborated daily with stakeholders to align UI/UX designs with company development complex strategies, ensuring the continued relevance and improvement of the digital product suite.
- Improved and utilized the existing design systems including iconography, typography, color style guides, and reusable components to maintain UI consistency and scalability across all the company's digital products.

Express 24, Tashkent, Uzbekistan

Aug 2020 – Nov 2023

<https://express24.uz/>

A leading client-oriented food and grocery delivery service with over 1 million downloads on Play Market and the App Store.

UI/UX Designer Team Lead

Aug 2021 – Nov 2023

- Reduced restaurants' order acceptance time from 6 seconds to 4.5 seconds by designing and developing the "Express 24 Merchant" mobile (iOS, Android) and web platform, which simplified cashier's flow to accept orders faster.
- Led the design and implementation of the "Express 24 Courier" mobile (Android) application, which completely changed the game for food couriers. With a new design and improved flows, receiving orders, tracking status, and checking personal performance and earnings, became much easier and enjoyable.
- Mentored and aligned a team of 4 UX/UI designers, conducting design reviews, improving workflows, updating with design tools, and delegating tasks based on business goals and requirements.
- Built and analyzed user journey funnels using analytical tools such as Google Analytics and Firebase, which helped identify opportunities to improve conversion rates.
- Conducted in-depth usability studies with drivers, staff, managers, and restaurant owners to identify and implement UX improvements across applications.
- Introduced an unmoderated quantitative research approach using Maze and Google Forms to make the decision-making process of product development faster.

UI/UX Designer

Aug 2020 – Aug 2021

- Redesigned and implemented best design patterns on primary flow screens in web and mobile (iOS, Android) B2C applications, improving visual appeal, user experience and key business metrics.
- Enhanced the "Express 24 Client App" interface, resulting in a 24% increase in conversion rate (CR) among new users by implementing a reminder upsell feature for bestsellers products on the cart page.
- Developed the "My Addresses" feature, allowing users to manage multiple delivery addresses and receive notifications, which led to a 15% decrease in support center calls and improved overall user experience.
- Initiated and updated the company's first asset/component library using atomic design principles, including iconography, typography, color style guides, and reusable components. This ensured visual design standards across all future client-facing (B2C) and partner-oriented (B2B) digital products.
- Conducted A/B testing and usability testing of various prototype versions to optimize user experience and enhance conversion rates through a data-driven approach.
- Collaborated with cross-functional teams, including development team, QA engineers, product management and project management to efficiently resolve challenges and find balanced solutions for company goals using agile methodologies.

EDUCATION

Bachelor of Science (BS) in Computing and Information Technology (Economics) Tashkent State University of Economics, Uzbekistan | Graduated 2021

Certifications

- UI/UX Designer, Groward Academy | 2020
- Design Thinking in the Real World, Alpha Education | 2022
- UI/UX Designer: Websites PRO, Uprock School | 2022
- Google UX Design Professional Certificate, Coursera | In progress