Aziza Nabiieva

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MANAGER, UX DESIGN | VISUAL SYSTEMS & UX STRATEGY

User-centered designer with 5+ years of experience designing cross-platform B2B products and internal tools. Skilled in visual systems, design ops, and leading strategic initiatives from concept to execution. Passionate about simplifying complexity, scaling design language, and crafting clean, intuitive UI that brings clarity to data-heavy environments.

EDUCATION

Alfred Nobel University   Dnipro, Ukraine
Masters's of English Language and Literature

Noble Desktop Bootcamp   New York, NY
UX/UI Design Certificate

EXPERIENCE

adMarketplace   New York, NY
Manager, UX Design   May 2025 - Present

- Leading platform-wide UX strategy to streamline workflows and scale user-centric design across B2B tools.
- Managing and mentoring design team, facilitating critiques, goal-setting, and performance growth.
- Collaborating cross-functionally with product, engineering, and data to align on vision and drive outcomes.
- Conducting research, usability testing, and feedback loops to inform iterative improvements.
- Spearheading initiatives to refine design systems and increase consistency across internal and client-facing tools.

adMarketplace   New York, NY
UX/UI Designer II   October 2023 - May 2025

- Reduced data pipeline setup time by 90% by redesigning complex ingestion workflows.
- Led end-to-end UX migration from legacy platform to AMPlify, increasing adoption and task efficiency.
- Designed pricing tools used for $65M in revenue growth, improving clarity and usability for pricing managers.
- Restructured design system for scalable cross-team use, introducing responsive components and developer-aligned libraries.

adMarketplace   New York, NY
UX/UI Designer I   June 2022 - October 2023

- Created ad campaign tools that reduced onboarding time by 30% and improved user satisfaction scores by 20%.
- Ran UX research and testing to improve ad delivery systems, boosting key performance metrics (CTR, conversions).

Darbe   Remote
UX/UI Designer   March 2021 - June 2022

- Built brand identity and visual system aligned with business goals, increasing recognition by 15%.
- Delivered interaction flows, wireframes, and prototypes for mobile-first and responsive design needs.

SKILLS & TOOLS

UX: Product thinking, design systems governance, accessibility, usability testing, cross-functional collaboration
Tools: Figma (advanced prototyping, components), Adobe Suite, Jira, Datadog, Lovable, ChatGPT, Storybook, HTML/CSS (basic)
Methodologies & Strengths: Design systems, visual design, responsive design, UX strategy, usability testing, cross-functional collaboration, accessibility, typography, iconography, systems thinking