

Resume

Ivan Azarov

Executive Product Design Leader | Driving UX Excellence & Business Impact

Experience: 12+ years in design, including 6 years in team management and product strategy creation.

Location: Amsterdam, Netherlands

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Professional Summary

Results-driven product design leader with a proven track record of building and scaling design teams, establishing design systems, and driving a user-centric culture across organizations. Spearheaded the design of digital products for millions of B2C and B2B users, from ideation to launch and growth. Collaborated directly with C-level executives and founders to align design strategy with business objectives. Expertise in UX research, product analytics, and fostering cross-functional collaboration.

Key Competencies

- Leading Design Teams: Hiring, Development, Evaluation & Mentorship
- Orchestrating and Implementing Design Strategy
- Implementing and Scaling Design Systems
- Cross-Functional Collaboration and Product Management
- Organizing and Conducting UX Research
- Impacting Business Metrics and KPIs
- Managing Discovery and Delivery Processes

Work Experience

Head of Design

Voyagu (TravelTech, USA) • June 2022 — December 2025

A San Francisco-based TravelTech startup for premium travelers with an audience of 100,000+ users and annual revenue of \$50+ million. The platform connects clients with dedicated travel experts for trip planning and management.

- Developed and implemented a design strategy focused on optimizing the user journey and increasing conversion.

- Orchestrated and managed the design team and streamlined cross-functional workflows, fostering collaboration between design, product, and development teams.
- Led the digitalization of business processes by developing a B2B platform for agents, enhancing their efficiency.
- Managed the full lifecycle of creating the B2C portal (discovery, delivery, brand), ensuring product launch.

Head of Design Group

Yandex • December 2019 — June 2022

The largest technology company in Eastern Europe with an ecosystem of services reaching tens of millions of users.

Yandex Market (E-commerce)

A major e-commerce platform (GMV \$ 8.5+ billion USD), uniting 90.7k active sellers with an assortment of 108 million items and an audience of 18.2 million active buyers.

- Pioneered the design of Social Commerce: Launched a new direction (Live Commerce, PGC/UGC) aimed at increasing business metrics. Developed and improved mechanics based on research. Result: 7x growth in UGC/PGC, doubled content coverage for product models, 15% increase in purchase conversion through content.

Yandex Plus (Subscription Services)

The ecosystem's key loyalty program (39.2 million subscribers), integrating services and generating a significant portion of the segment's revenue (~\$1.5 billion USD,).

- Spearheaded the design strategy and execution for Yandex Plus: Developed a design strategy based on UX audit and CJM. Managed the development of streams and the launch of the Options Store, contributing to a 1.5x increase in paying subscribers, an increase in trial-to-paid conversion from 20.6% to 45.7%, and a reduction in churn from 19.3% to 11.5%.
- Implemented a system of UX quality metrics; developed and launched gamification initiatives (e.g., 'Plus Daily') and cross-product collaborations, resulting in high user engagement (3.2 million activations, 3.1 million tasks completed in Q4).

Overall Achievements at Yandex

- Spearheaded the design and implementation of a large-scale design system for Web, iOS, Android, and TV, adopted by dozens of teams, which reduced UI development time.

Art Director

GoTech • March 2018 — November 2019

Agency specializing in launching and developing digital products.

- Built and mentored a high-performing team of 5 product and visual designers.
- Implemented design processes based on UX research (interviews, CustDev, data analysis).
- Led key client projects, achieving measurable results:
 - **PWC (Corporate ERP System):** Led the design of a corporate ERP system (AI-powered) for auditing. Based on process immersion and employee interviews, created a solution that increased employee productivity 15x (by reducing task times, e.g., from 2m 45s to 0m 27s) and reduced errors from 4% to 0.2%.
 - **Baby Sleep (Mobile App):** Led the redesign and scaling of the app based on research with somnologists and parents. Adding new functionality (timers, sounds, chat) and redesign significantly improved metrics: onboarding increased from 27% to 73% (+46 pp), conversion to purchase from 1% to 9% (+8 pp), 30-day retention from <1% to 14%, average session time from 40s to 220s.
 - **Code Compiler (Mobile IDE):** Designed a mobile IDE based on developer interviews. Redesign, new functionality, and onboarding led to growth in key metrics: onboarding increased from 17% to 73% (+56 pp), conversion to purchase from 1% to 9% (+8 pp), 30-day retention from <1% to 14%, average session time from 40s to 220s.
 - **Yothe (Fitness App):** Conducted research and led the app redesign, expanding functionality (workouts, chats, challenges), which increased engagement by 35% and reduced churn.
 - **HRM & RMS System:** Designed a custom CRM/RMS for a recruiting agency, automating routine tasks and freeing up recruiter resources for more professional duties, enhancing efficiency and transparency.
- Developed a new brand identity for GoTech, resulting in increased client trust and improved communication effectiveness.

Lead Designer

Art-Master • October 2016 — March 2018

Creative Agency (Brand Communications & Advertising).

- Directed a team of designers in delivering high-impact advertising and branding campaigns for major clients, including **McDonald's and Adidas**.
- Developed creative concepts and visual identities for clients (including OOH/outdoor advertising, digital campaigns, brand books).

- Managed the creation of effective brand communications, working directly with clients and contractors.
- Ensured high quality of creative solutions and adherence to client briefs.

Product Designer

Nectar • January 2013 — October 2016

Digital Agency (Digital Solutions & Advertising).

- Designed user-centered UX/UI for mobile apps, e-commerce platforms, and web services, using a full-cycle design process.
- **Statlix (Monitoring SaaS)**: Led the redesign of the platform and website. Reimagining user paths and a new visual style led to a 4x reduction in time to lead capture, 15x increase in lead conversion, 3x increase in purchase conversion, and a 30% increase in user activity.
- **WIW (CRM)**: Designed UX/UI, achieving a 28% increase in task completion speed and simplified inter-departmental coordination through interface optimization.
- Conducted user research, created prototypes, and analyzed data to improve UI/UX and achieve client business goals.

Tools & Skills

- Figma, Photoshop, Illustrator, Midjourney, ChatGPT, Claude, Perplexity, Runway.
- Google Analytics, Hotjar, Yandex.Metrica, Amplitude, AI
- Double Diamond, JTBD, CustDev, User-Centered Design, A/B Testing
- Design Leadership, Team Building, Product Strategy, Design System, UX Research, Analytics, Process Development

Certifications

- Simulator for Learning Data-Driven Product Management and Growth, GoPractice • Nov 2021
 - UX/UI Designer Professional Course, Skillbox • Feb 2016
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Education

International Independent Ecological-Political University
Master's Degree, Civil Law • Russia • 2009 — 2014

Languages

- Russian — Native
- English — B2