VLADISLAV KURGUZOV

Senior Product Designer

INFO

Almaty, Kazakhstan · Remote
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CONTACTS

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ABOUT

5+ years in product design, DesignOps and design systems. Web, iOS, Android; fintech, telecom, EdTech. From research to an A/B-tested release, prototypes coded with AI.

SKILLS

Product Design / UX / UI
Web / iOS / Android
Design Systems / Components / Tokens
DesignOps / Guidelines / Handoff
UX Research / Usability Testing
A/B Testing / Product Metrics
AI Prototyping / Vibe Coding
Figma / Figma Make / ProtoPie
Cursor / Claude / HTML / CSS / JS
Mentoring Junior Designers

EDUCATION

GoPractice — Data-Driven Product Management Simulator

COMMUNITY + SIDE PROJECTS

youtube.com/@DesignLeadd
YouTube on design, 22,000+ subs

t.me/dsgn_thinking
Telegram channel on design

t.me/ies_app
ies — app for learning Chechen

WORK EXPERIENCE

Senior Product Designer
Alfa-Bank

Sep 2024 — Present / Remote · Full-time

Merchant acquiring for SME on a bank website with 22M+ MAU. DesignOps and AI for the 30+ designer site team.

- Tariff calculator redesign: **+13.7% CR1** in an A/B test. Tested via an AI-coded prototype in the live page
- Terminal showcase: ended a 2-year business vs brand stand-off with 3D, **+38%** applications next quarter
- Found that 30% of acquiring sales leads were support calls; routed them to support in the banner and form
- Figma plugin, designed and coded solo: used by **30+ designers**, 40–60 min per layout → 1 click
- Led the site guidelines working group, mentor junior designers, run the AI and vibe coding track

Product Designer, DesignOps
red_mad_robot

Jan 2024 — Sep 2024 / Almaty, KZ · Client: Home Credit Bank

- Home Credit Bank Business design system, 1.5M+ MAU: token semantics in code, mobile icons and components rebuilt
- DesignOps: new Figma file organisation, trained product teams, onboarding guides for new designers
- Online Accounting and E-commerce; led large discovery research

Product Designer
Zimran

Jul 2023 — Jan 2024 / Almaty, KZ · EdTech, 4.5M+ MAU

- New iOS app from scratch in a month, users moved from web
- Retention: Achievements, Leaderboard; A/B and A/B/C tests
- Design system for the funnel: **-20%** build time; mentored a small design team, set up team rituals

Product Designer
Kcell (activ)

Jun 2022 — Jun 2023 / Almaty, KZ · Telecom, iOS + Android

- **+20%** payments: redesigned payment flow and main section
- **+15%** direct carrier billing via promo pages
- QR transport payment: 2 field studies across Kazakhstan, 9 screens → 3, **+17%** riders paying in the app
- Design system and tokens for the SuperApp; app audit → new home screen

Product Designer
Alfa-Bank Kazakhstan

Sep 2021 — May 2022 / Almaty, KZ · Banking, 500K+ MAU

- New design system based on Alfa-Bank Russia DS
- Alfa Black home screen, flexible installment repayment calendar, card packaging redesign
- Research and growth strategy: 1M+ cardholders by year-end