

Product Designer

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Summary

Product Designer with 3+ years of experience across complex, regulated products in mobile and web. I work end-to-end as the sole designer, turning compliance-heavy workflows into experiences that actually reduce friction and improve completion rates, backed by product thinking that ties design decisions back to business outcomes.

Skills

Design: UX/UI Design · iOS, Android and Web · Design Systems · Prototyping · Accessible Design (WCAG 2.1) Research: Moderated User Research · Usability Testing · Journey Mapping · Focus Group · A/B Testing Delivery: Cross-Functional Collaboration · Agile/Scrum · Regulated Environments · InsurTech Tools: Figma · FigJam · Webflow · Framer · Maze · Miro · Jira · ClaudeCode

Experience

PASHA Insurance OJSC - Product Designer - 11/2023 to 05/2025

(comparable to Aviva or Admiral in the UK) Azerbaijan's largest regulated InsurTech platform

- Sole product designer across iOS, Android and web, serving 297K+ users across health, motor, travel and property insurance.
- Owned and redesigned conversion critical journeys including policy renewals, CASCO motor insurance and healthcare bookings, reducing flow complexity from 7 steps to 3 and cutting drop off across 50K+ monthly transactions.
- Built the design system from scratch, ran moderated research and focus groups, and partnered with product, engineering and compliance to ship regulation compliant experiences at scale.

Code Academy - UX/UI Design, Assistant Tutor - 01/2022 to 10/2023

(comparable to General Assembly or Hyper Island in the UK) Leading Azerbaijani design training institution

- Mentored students through end-to-end UX/UI projects, coaching Figma, prototyping and research across the full design process, contributing to a 100% graduation rate and 5 High Honours diplomas.

Digitalks Technologies - UX/UI Designer - 09/2021 to 06/2022

(B2C digital product studio) comparable to a boutique UK product design agency

- Owned end-to-end UX/UI design across iOS, Android and web for two consumer products, including checkout flow for an event ticketing platform and navigation for a sports news app.

Education

University of Sussex - Entrepreneurship and Innovation - 09/2024 to 09/2025

Research-intensive university

- Focused on innovation strategy, risk governance and product decision-making in regulated environments. Graduated with Merit, with dissertation awarded 75 (Distinction level), examining how LEGO, Unilever and P&G balance speed, control and scale.

Code Academy - Professional Diploma in UX/UI - 10/2022 to 06/2023

(comparable to General Assembly or Hyper Island in the UK) Leading Azerbaijani design training institution

- Graduated with High Honours (97.2), selected as Assistant Tutor upon completion.

Azerbaijan State Economic University - BA Business and Management - 09/2016 to 06/2020

Azerbaijan's leading state university for business and economics

- Foundation in business strategy, financial analysis and market-driven decision making, applied directly to product and design practice throughout subsequent roles.

Language Proficiency

Azerbaijani - Native, English - Full professional proficiency, Turkish - Full professional proficiency, Russian - Basic working proficiency