



Ilya Davidov

Design Lead

"Everything is by design"

Portfolio: ilyadavidov.com

imdavidoff@gmail.com +994 55 814 41 91

Resume

Key Achievements

- Designed products within ecosystem serving 35M+ users
- Grew design team from scratch to 7 members, established processes and developed team members to next career levels
- Built and integrated design systems across 10+ products, reducing time-to-market by 50%
- Designed investment and crypto features achieving 10–12% adoption rate among target users (industry benchmark: 3–8%)
- 10+ years of experience in Fintech, Crypto/Blockchain, Enterprise, Media, B2B and B2C SAAS products design.
- Redesigned marketplace mobile app, increasing conversion rate by 23%

Experience

- FinTech Enterprise – NDA / Design Lead
August 2022 – Present
- Fourmeta Agency – London / Senior UI/UX Designer
Dec 2021 – July 2022
- Wabi.One Studio / Design Lead
Oct 2020 – Dec 2021
- Expressbank / DataCenter / Senior UI/UX Designer
Sep 2018 – Dec 2021
- Freelance and studio experience / UI/UX Designer
2015 – 2018

Edu

IT & Management / Azerbaijan State University of Economics / 2013

UX-Design / Andrey Gargul, Shopify / 2020

Marketing and sales in a digital company / Eugene Kudryavchenko / 2020

Project Management in IT / L-a-b-a / 2021

Languages

Russian Native

English Upper Intermediate

Azerbaijani Fluent

Core competencies

Product Design & Strategy

- User research, JTBD framework, CJM mapping, persona development
- Information architecture, user flows, competitive analysis
- Analytics tools: Hotjar, Microsoft Clarity, Google Analytics

Design Execution & Systems

- Wireframing, prototyping (low/high-fidelity), visual design
- Building and scaling atomic design systems
- Tools: Figma, FigJam, Miro, Adobe Creative Suite
- HIG and Material Design standards, core design principles
- Graphic design, branding, 2D interface animation, Lottie
- AI tools for accelerated design process
- HTML/CSS and low-code development (Webflow, WordPress)
- Design QA and developer handoff supervision

Team Development & Management

- Building and scaling design teams with full hiring pipeline
- Creating individual development strategies and career frameworks
- Setting tasks and objectives using S.M.A.R.T. criteria
- Establishing mentorship programs and fostering design culture

Process & Project Management

- Design processes, quality standards, and governance
- Agile/Scrum ceremonies: sprint planning, retrospectives, refinement
- Client briefing, technical specifications, budget estimation
- Story points estimation, velocity and capacity planning
- Feature prioritization (Kano model, RICE framework)
- Cross-functional collaboration with engineering and product teams

Contacts

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[ilya-davidov](#)

[idavidoff](#)

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