

Tamirlan Askar

Lead Product Designer · 7+ years of experience

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SUMMARY

Lead Product Designer, designing digital products since 2019 — fintech, e-commerce, gaming, and AI. At Yandex Search & AI: own the design-system token foundation and the design-to-code stream for LLM-powered experiences. Previously led design for 5 product lines (10M+ users) and a team of 8 at Beeline Kazakhstan; scaled gaming MAU from 200K to 1.3M. Hands-on with AI across the whole workflow — from LLM-assisted migration tooling to prototyping directly in the dev environment.

EXPERIENCE

Product Design Lead · Yandex · Search & AI

Sep 2025 – Present · Remote

- Lead design for LLM-powered experiences across Neuro-Alice (Search/SERP), the Alice chat, and Education
- Made re-skinning all of Search a **single token switch** (was per-component edits) — rebuilt the 20-year-old color foundation into a two-tier token architecture synced **1:1 with code** (106 pseudo-semantic → 53 semantic roles)
- Migrated the revenue-critical color system **without breaking it** — built an AI diff dashboard (LLM reasoning over old vs. new token libraries) that flags inconsistencies; metric-sensitive changes gated behind tests
- Moved corner-case bug discovery **from production to design time** — built a Chrome extension rendering unreleased designs on live search, then pivoted to prototyping in the engineers' dev environment on real components and tokens, mobile included
- Sped up design production with a Figma plugin that pulls **real SERP data** into mockups and swaps full text styles in one click — past Figma's native limits
- Aligned the team on one shared product picture — created "Neuro Overview", living documentation of core scenarios and flows

Product Lead, Design & Growth · Flourishing Humanity — Tenacious Tracker

Aug 2024 – Sep 2025 · Contract

- Restructured information architecture, reducing screens by **30%** and simplifying navigation
- Built an atomic token-based design system synced with Storybook, reducing dev time by **50%**
- Redesigned the onboarding flow, improving completion by **12%** (Mixpanel Funnel)
- Developed a new notification system, boosting next-day retention by **40%** (Mixpanel Cohort)
- Created an AI-coach mascot helping users achieve goals, positively impacting retention

Lead Product Designer

Nov 2024 – Aug 2025

- Led design for 5 product streams (SuperApp, Telecom, Fintech, e-commerce) with a **10M+ user base**
- Art Director for beetech conf 2023–2025 – built event identity and managed 8 designers for 3,000+ attendees
- Launched the Thoth initiative, cutting research preparation time by **90%**
- Introduced Continuous Discovery and a Product Mindset Score within the team
- Built a productivity metrics system (Task Closure Rate & Burnout Rate) for transparent performance management

Senior Product Designer · Loans

Jan 2024 – Nov 2024

- Combined the roles of Product Designer & Product Owner (discovery, prioritization, hypotheses, testing, metrics)
- Increased conversion by **16%** through funnel analysis and 3 design iterations
- Implemented and defended a new A/B testing tool before InfoSec
- Launched a Telegram bot to expand the funnel, scaling reach from internal hundreds of thousands to **~12M users**, projecting multiple profit growth via the conversion model

Product Designer · Gaming Platform

Dec 2021 – Jan 2024

- Scaled MAU **>6x** (200K → 1.3M) over 2 years via new features & UX optimizations
- Ran design sprints; launched the Tournament feature: **330K MAU** (28% of audience), 10% 30-day retention, avg. session 6 min
- Increased quiz subscription conversion to 1.16%, generating **~\$200K/month** via funnel analysis & UX improvements
- Mentored a junior designer to mid-level

SKILLS

Design & Systems: UX/UI Design · Design Systems & Design Tokens · Information Architecture · Prototyping · Data-Driven Design · AI / LLM Product Design

Research & Data: Product Discovery · User Research · Usability Testing · JTBD · CJM · Funnel Analysis · A/B Testing · Business & Product Metrics · Retention Optimization

Leadership: Product Strategy · Continuous Discovery · Stakeholder Management · DesignOps · Agile/Scrum · Hiring & Mentoring

Tools & AI: Figma (incl. plugin development) · Storybook · Mixpanel · Codex · Cursor · Claude & Claude Code · Hermes Agent · OpenClaw · AI-assisted design-to-code

EDUCATION

Shanghai University – Shanghai, China

Bachelor in Business & Management

Alibaba GET Program – Hangzhou, China

Certification & Internship in Digital Ecosystems