Jamil Lazarev — Head of Design & Product, Principal Product Designer

Languages: English (Full Professional), Azerbaijani (Native), Turkish (Conversational), Russian (Native)

jamillazarev.com telegram whatsapp linkedin CV (Full Context) substack github contact@jamillazarev.com

Note: This is the CV (ATS version), structured for applicant tracking systems. For full case studies visit jamillazarev.com, view my full CV at jla.im/cv, or connect on linkedin.com/in/jamillazarev.

18 years with a core in design and product leadership and a T-shaped skill set spanning discovery, UX research, branding, algorithmic design systems (>300% ROI), frontend code (Vue, React / React Native, Flutter) and AI agent workflows.

Shipped across AI (1M+ traffic companion, quadcode.ai), global trading (14 languages, 100+ countries), banking (Expressbank MVP in 4 months), enterprise B2B (Visa, Maersk, Bentley, Gazprom procurement portal, Uranium One PoC), healthcare & insurance (Medzdrav, Baby.ru, Vitta, VTB Insurance), crowdsourced QA SaaS (Buglance: +30% enterprise orders), Kapital Bank, Central Bank (cbar.az), 189 Taxi, Magaz and US/AU/CA/LATAM launches.

Built 10+ pet projects and open-source tools used by 40,000+ specialists across Amazon Kindle, Figma, Harvard, TripAdvisor, SimilarWeb, Lippincott and Yandex (42k+ Figma users via Numerator, fromCSS, Typographyssimo, Gridissimo, HSLuve, plus Systema and Opsinist).

Core Expertise

Design & Product Leadership: Scaled 20+ designer departments and cross-functional teams across banking, trading, healthcare, insurance, SaaS and AI using clear OKRs, hiring systems and competency matrices.

Practical AI & Design Tech: Daily AI workflows in production: Figma AI agents (Systema), RAG pipelines, node/bash asset automation (~3 months saved) and open-source Opsinist for agent teams (20+ releases).

Bridging Design & Engineering (T-Shaped): Practical background in Vue/Nuxt, React / React Native, Node.js, Python, Swift and Flutter helps speak the same language with engineers, catch technical constraints early and keep collaboration smooth.

Product Strategy & Discovery: Owning 0-to-1 product delivery, onboarding funnels and continuous research (internal KYP libraries) so teams validate hypotheses before expensive engineering begins.

Team Growth & Culture: Led design teams of 20+ people through practical workshops, design critiques, internal meetups, competency matrices and IDPs grounded in real product delivery.

Design Systems Architecture: Beyond UI kits: algorithmic token math (HCT, WCAG), incremental legacy integration without halting releases and scaling-free multi-brand architecture (20+ B2B clients, >300% ROI, ~40% faster TTM) via automated Figma-to-code pipelines.

Behavioral Analytics & UX: Wiring analytics events at the design stage and tying interface changes directly to conversion, retention and funnel drop-offs.

Education

B.A. in Linguistics & Languages (Philology) — Baku Slavic University (BSU), 2006–2010

Work Experience

Stealth AI Startup — Head of Design

03/2025 – 06/2026 · AI Companioning · B2B, B2C

Built the design function from zero at an AI-companion startup and shipped its 0→1 launch — B2C companion and B2B white-label, with frontend contributions of my own.

- **0-to-1 Product & Growth:** Shipped the MVP, including direct frontend contributions, then scaled both the B2C companion and the B2B white-label platform: 1M+ total traffic, 100K+ MAU, 40K+ DAU.
- **Design Operations:** Built the workflows a small cross-functional team actually uses — sized for shipping speed rather than ceremony.
- **AI-Driven Automation:** Custom node-based pipelines, Figma Weave for content generation, and standalone bash scripts for asset generation — ~3 months of manual design and engineering effort saved.

Quadcode — Head of Design

05/2021 – 01/2025 · Global B2B/B2C trading platform · B2B SaaS, B2C

Ran design for a trading platform used worldwide: consolidated 20+ designers spread across product teams into one department, and built the multi-brand design system and 0-to-1 AI platform.

- **AI Platform (0-to-1):** Designed the product end to end for a unified AI platform (quadcode.ai) for coding, design and content creation — the interface, design system, MVP brand, and workflows for code and media agents in one environment.
- **Department Scaling & Unification:** Consolidated 20+ designers across Platform, Marketing and Internal Tools into one department in 4 months, establishing hiring pipelines, competency matrices, IDPs and OKRs.
- **Enterprise Design System (0-to-1):** Architected a scaling-free, multi-brand design system integrated incrementally into legacy codebases without pausing releases — serving 20+ B2B SaaS clients with >300% first-year ROI (hours saved vs. build cost).
- **Operational & Business Impact:** Time-to-market down ~40%, cross-team handoff ~30% faster, WCAG AA compliance across light/dark themes, and ~20% B2B sales conversion lift.

Extraweb — Chief Product & Design Advisor (Part-time)

04/2020 – 06/2023 · Azerbaijan’s pioneering digital products agency · Advisory

Product and design advisory for the agency's own products (including Acqalma) and client work, under NDA.

Buglance — Head of Design

03/2020 – 05/2021 · Two-Sided Crowdsourced Testing Platform (startup) · B2B SaaS, B2C

Product design for a global crowdsourced testing company: the B2B SaaS platform where enterprises order testing, and the B2C app where the crowd of testers works — both rebuilt across UX and brand.

- **Dual-Product Redesign & Conversion:** Rebuilt both B2B SaaS enterprise ordering and B2C tester journeys; order form and onboarding redesign lifted enterprise testing orders by +30% (SUS 89, Grade A), and the Bughunter mobile app prototype tested at 92% task completion (0.3 errors/task, SUS 77).
- **Design Tokens & Acquisition Surface:** Introduced a shared design token system across both platforms to ship experiments faster, rebuilt the marketing website, and shipped a custom browser extension as a B2C acquisition channel.

Magaz — Founder

09/2019 – 03/2020 · Grocery delivery startup · B2C

Founded a grocery delivery startup built on occasion-based shopping.

Insolar — Head of Design

01/2019 – 03/2020 · Enterprise-grade Blockchain startup · B2B, B2G, B2E

Built the design function for an enterprise blockchain platform and designed regulated PoC systems pitched with Visa, Maersk and Bentley.

- **Enterprise & Regulated Architecture:** Set up design for an open-source enterprise blockchain supporting partnerships with Visa, Maersk and Bentley; designed PoCs for a uranium sales marketplace (Uranium One) and blockchain national voting systems where state accuracy has legal consequences.
- **Rapid Concept Delivery:** Created a PoC validation workflow to test enterprise hypotheses in days alongside design systems, brand identities, and a proprietary crypto wallet.

RAMBLER&Co — Design Manager

06/2018 – 01/2019 · Largest media & tech holding in Russia · B2B, B2C, B2E

Ran product design for enterprise initiatives inside the holding: corporate intranets, B2B procurement portals, healthcare, and insurtech.

- **Enterprise Portals & Intranets:** Designed corporate intranets for Leroy Merlin and Borjomi, plus the official B2B digital procurement portal for Gazprom.
- **Healthcare, InsurTech & Team Leadership:** Built and led the delivery team across Medzdrav (bridging online/offline patient journeys), VTB Insurance travel portal, and an NDA sports media platform.

Expressbank — Head of Digital Banking, Head of Product

09/2016 – 06/2018 · One of Azerbaijan's leading banks · B2C, B2B

Led the digital transformation of one of Azerbaijan's leading banks by building and scaling a cross-functional product organization (research, design, engineering, QA) from scratch.

- **0-to-1 Product Delivery (Express24):** Rescued a stalled core initiative and launched the Express24 internet bank MVP in 4 months via customer discovery — shifting ~30% of daily retail transactions from offline branches to digital channels.
- **B2B Expansion & RBAC Payroll:** Led architecture and rollout of a corporate RBAC module, enabling digital onboarding for 150+ corporate clients to manage employee payrolls independently.
- **Payments, Mobile & Operational Efficiency:** Shipped Express24 mobile (React Native), ExpressClub cashback, ExpressPay wallet (0 critical security breaches), and a custom receipt-printing browser extension cutting branch teller transaction time by ~40%; unified 5 banking sub-brands.

Jobok — Head of Design, Team Lead (Contract)

01/2016 – 09/2016 · Mobile recruitment startup for hourly/low-skilled market · B2C

Led end-to-end UX/UI design and full-stack prototype development for a recruitment mobile application.

- **Full-Stack Product & Prototyping:** Directed design and hands-on engineering across Node.js backend, Swift iOS frontend, brand identity, and Framer Studio interactive prototypes.

Idealand Agency — Design Manager, Art Director

06/2015 – 06/2016 · Design agency · B2C, B2B

Led product design and digital strategy for three marketplaces (Zupamart, Megamart, Toyplan) and corporate clients including Gala Insurance, Aztexnika, City Hospital, and Mercury consulting.

Jeykhun Imanov Studio — Design Manager, Art Director

03/2014 – 06/2015 · Design agency · B2C, B2B

KapitalBank website (Netty Award 2014 — Best Corporate Website) & corporate intranet; digital platforms for AGBank, Pasha Insurance, Chelebi, Kvadro, and SIAR Research & Consulting.

Extraweb — Design Manager, Art Director

02/2012 – 03/2014 · Azerbaijan's pioneering digital products agency · B2C, B2B

Directed product design & engineering for national first-to-market platforms (Kassir.az ticketing, Ajgalma food delivery, Smarthost, Signal.az, Azerifootball), Azercosmos, GIZ, and built Extraweb CMS + inflexibLESS CSS framework.

Design Machine — Co-Founder

04/2011 – 02/2012 · Boutique digital design agency · B2B, B2C

Co-founded and managed a boutique digital design studio overseeing end-to-end product design, art direction, and client delivery.

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design.az — UX/UI Designer, Frontend & Flash Developer

10/2009 – 04/2011 · Design agency · B2B, B2C

Delivered UX/UI design, frontend architecture, and interactive web applications for B2B and B2C clients.

Azerin — UX/UI Designer, Frontend & Flash Developer

06/2008 – 10/2009 · ISP-affiliated digital studio · B2G, B2B

Designed and built the official portal for the Central Bank of Azerbaijan (cbar.az), awarded the Netty Award 2009 for Best Government Website of the Year.

AI Works & Pet Projects

quadcode.ai — Design Management, Product Design, Brand Design

2025 · AI Platform

Led end-to-end 0-to-1 product design, design system, and MVP branding for Quadcode's unified AI platform unifying code and media agents (quadcode.ai).

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opsinist — Product Development

2026 · Open-Source AI Tool

Open-source file-backed operating model for AI agent teams with code-enforced gates, per-task cost tracking, and multi-runtime plugins (Claude Code, Codex, Gemini CLI — 20+ releases, 4 runtimes).

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systema — Product Development

2026 · Figma Plugin · AI Design Tool

AI-assisted Figma plugin computing perceptually uniform HCT design token systems across light/dark modes, interaction states, and WCAG contrast constraints.

AI companion products, scaling to 1M+ total traffic — Head of Design, Product Design, Brand Design

2025–2026 · Commercial AI Product (B2C / B2B)

Built the design function from zero, shipped MVP frontend code, scaled B2C AI companion (1M+ total traffic, 100K+ MAU, 40K+ DAU) & B2B white-label platform, and saved ~3 months via automated pipelines.

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multica-ops — Product Development

2026 · Open-Source AI Tool

Open-source operating model and executive advisor for autonomous AI agent teams on Multica with transparent rule enforcement audits and public failure logs.

MelodIQ — AI training, Product Development

2026 · AI Model Experiment

Trained a custom ML audio-analysis model detecting musical segments, vocals, and instruments for library search and filtering.

Figma Community Plugins & Pet Projects (42k+ users in Figma)

Numerator · 11.1k+ users · Figma Plugin

Numbers frames and pages in Figma Design and Figma Slides so specs and decks keep their order after items are inserted in the middle. Acknowledged by Figma CEO Dylan Field on the Figma blog; used by Amazon's Kindle design team, Lippincott, Yandex, and others.

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fromCSS · 9k+ users · Figma Plugin

Reads CSS rules (colors, typography, complex shadows from generators like neumorphism.io, borders, layout rules) and applies them directly as editable Figma styles. Used at SimilarWeb, Podhero, and others; featured by Figma.

Typographyssimo · 7.3k+ users · Web App · Figma Plugin

Web app and Figma plugin to preview fluid typography behavior in the interface, export CSS, and share settings via link — one source for design and code with fallbacks included.

Gridissimo · 6.6k+ users · Web App · Figma Plugin

Web app and Figma plugin for design systems: design fluid-sized grid behavior in the UI, test at any viewport, share presets via URL, and export directly to CSS & Figma (Hiroco, Javan Digital Agency, and others).

HSLuve · 4.1k+ users · Figma Plugin

Brings the perceptually uniform HSLuv color space into Figma so palettes keep consistent perceived brightness across hues without manual lightness fixes (TripAdvisor, Yandex, Culture Amp, 72yonk; featured on UX Collective and acknowledged by Alexei Boronine).

Leonardo Converter · 3.3k+ users · Figma Plugin

Imports contrast-ratio color themes from Adobe leonardocolor.io directly into Figma styles and variables as a whole theme instead of copying swatches one by one (TripAdvisor, Harvard University, and others).

Sizessimo · 800+ users · Web App · Figma Plugin

Web app and Figma plugin for fluid numeric spacing and size systems: preview behavior in the UI, export CSS, and share presets via URL (used by developers of Canada's Design System).

Story Point Calculator · 2023 · Telegram Bot

Telegram bot that calculates story point estimates taking external risk factors (unfamiliar codebase, dependencies, partial allocation) into account.

Leonardo Color (Enhanced Version) · 2021 · Web App

Custom fork of Adobe Leonardo Color adding bezier-curve lightness stops, starter templates, HEX color import, and share links that preserve full state.

Skills

Design Leadership & Product Management: Product Management, Product Strategy, Design Leadership, Design Management, Design Operations (DesignOps), 0-to-1 Product Delivery, Cross-functional Leadership, Product Discovery, Conversion Optimization, Hiring & Mentorship, Competency Matrices & OKRs, Stakeholder Management

Design Systems & UX/UI Craft: Design Systems, Design Tokens, Multi-Brand Architecture, Product Design, UX Architecture, UI Design, Brand Design & Identity, WCAG Accessibility, Interactive Prototyping, Design-to-Code Automation, User Research & Usability Testing

Domains & AI Products: AI Product Design, Agentic Workflows & LLM Pipelines, Fintech & Digital Banking, Global Trading Platforms, HealthTech & MedTech, InsurTech, Enterprise & B2B Portals, Marketplaces & E-commerce, B2B SaaS & B2C Products, FoodTech & Mobility, Enterprise Blockchain, Behavioral Analytics

Engineering & Tooling: TypeScript, JavaScript, Vue.js, Nuxt, React, Next.js, React Native, Node.js, Python, Swift, Flutter, Go, Three.js / WebGL, HTML/CSS, Git, Bash, Figma Plugin API

Location: Baku, Azerbaijan