Jamil Lazarev – Head of Design & Product | 18 YoE

Design and product leader, 18 years: internet banking, a trading platform used worldwide, a blockchain platform for Visa and Maersk, and two AI companies built from zero.

I work across product, engineering and business because I have shipped in all three — from a design system that returned >300% in its first year to frontend code in an MVP.

Alongside my leadership roles, I am an active maker—having built 10+ side projects used by 40,000+ professionals globally across Amazon, Figma, Harvard, and more.

Most-used: Numerator 10.8k · fromCSS 8.9k · Typographyssimo 7.1k · Gridissimo 6.4k · HSLuve 3.9k — 41k+ people in Figma alone.

Baku, Azerbaijan English (B2) | Azerbaijani & Russian (Native) | Turkish (B1)

Core Expertise

Design Leadership & Operations: Scaling design departments by building transparent, automated workflows rather than bureaucracy. Driving self-sufficiency and data-driven decisions through OKRs and design proxy metrics.

Practical AI Integration & Design Tech: Treating AI as a daily utility to accelerate delivery. Automating routine tasks through custom node-based pipelines, agents, and standalone tools.

Bridging Design & Engineering: I read and write the code my teams hand over — Node, Vue/React, bash pipelines. That is why my specs survive implementation and my estimates hold: I have been on both sides of the handoff.

Research & Product Discovery: Replacing guesswork with structured insights. Organizing continuous research practices (e.g., KYP libraries based on internal sessions) so teams can validate hypotheses and source feature ideas independently.

Team Growth & Culture: Fostering a culture of "radical helpfulness" and continuous learning through regular, hands-on internal training and mentorship.

Design Systems Architecture: Multi-brand, multi-platform systems built while the products kept shipping — 20+ B2B clients on one system, >300% ROI in year one, time-to-market down ~40%. Token pipelines run design-to-code automatically, so drift is caught by a build, not by a reviewer.

Behavioral Analytics & UX Performance: Moving beyond vanity metrics to map user experience directly to behavioral data. Identifying drop-offs and friction points to drive product growth.

jamillazarev.com

contact@jamillazarev.com

telegram

linkedin

figma

youtube

substack

github

CV (ATS version)

more links

AI Works & Pet Projects

10+ pet projects with 40k+ users

jamillazarev.com/ai
jamillazarev.com/projects

quadcode.ai

Design Management, Product Design, Brand Design

AI platform 2025

Led end-to-end product design and built the MVP brand for an AI platform.

Challenge: Quadcode was building one AI platform for coding, design and content creation, and its MVP release needed a foundation for an agentic environment: code and media agents in one place.

Action: I ran a UX audit and built the MVP brand. I designed the product interface, the design system behind it, and the workflows that put code and media agents into one environment.

Result: Delivered the product design, core design system and branding for the MVP release. The platform is public and running — quadcode.ai.

opsinist

Product Development

Pet project Ops Open-source 2026

Run a company of AI agents, any craft: roles, work, cost, evidence and escalation as files.

Challenge: Most tools for running agent teams ask you to trust a dashboard. Configurations are hidden, costs are aggregated into a single unhelpful number, and when a run fails, the state is lost with the session.

Action: I designed Opsinist — an operations department expressed as files in a git repository, plus a small set of doors that refuse instead of hoping: stage transitions, outward acts and takeovers are gated by code. It runs any craft — software, a newsletter, a bakery — and no rule claims enforcement it does not have.

Result: Opsinist runs on files instead of a dashboard.

- **Git-backed Truth:** The entire project state (roles, process, history, budget) is in the repo. Clone the repo, and the whole project comes with it.
- **Cost Tracking:** Costs are tracked per task, role and release, exposing what was spent on work that produced nothing.
- **Resilient Execution:** A run that dies resumes from its state inventory instead of restarting. Applied work is never redone.
- **Earned Autonomy:** Trust and autonomy move on evidence in run records. Agents never loosen their own gates.
- **Honest Enforcement:** Every gate names what holds it — validator, hook, git host, or prose-only, listed by name. The rules that mattered were measured from 0/5 as prose to hard refusals as hooks.
- **One Repo, Every Runtime:** Installs as a plugin into Claude Code, Codex, Gemini CLI and more.

AI Works & Pet Projects

10+ pet projects with 40k+ users

jamillazarev.com/ai
jamillazarev.com/projects

systema — Product Development

Pet project Design system architecture 2026

AI-assisted tool that generates perceptually uniform design token systems.

Challenge: Design token systems are usually hand-picked value by value: every mode, condition and interaction state multiplies the work, palettes drift out of perceptual uniformity, and contrast correctness depends on someone checking each pair by hand.

Action: I built Systema — an AI-assisted Figma plugin where you define a structural model instead of picking values: assign colors and contrast ratios to surfaces, containers, content and scrims, and Systema computes every resulting token in the perceptually uniform HCT color space, across all modes, conditions and interaction states.

Result: Token-making turns from hand-picking into computation.

- **Computed Output:** Low-level building blocks rather than a fixed high-level scheme — you set the model, the tokens follow.
- **Multi-Agent AI:** A built-in AI chat with dedicated personas handles audits, proposals and hands-on theme editing.
- **Full Token Coverage:** Computes every token in the model across light/dark modes, conditions and interaction states, including inverse tokens.
- **Built-in Accessibility:** Contrast ratios are part of the model, and vision filters simulate how the system appears to users with color vision deficiencies.

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

AI Companioning 2025–2026

Shipped the MVP with direct frontend contributions. The B2C companion reached 1M+ total traffic, 100K+ MAU and 40K+ DAU; the B2B white-label platform shipped to partners. Automated asset generation — ~3 months of manual design and engineering effort saved.

multica-ops — Product Development

Pet project Ops Open-source 2026

Open-source operating model and advisor that builds and runs an autonomous company of AI agents on Multica. Every rule states what actually enforces it — down to prose-only, which means nothing does — and each release publishes its run record including what failed.

MelodIQ — AI training, Product Development

Pet project Custom AI model Experiment 2026

Trained a custom AI model to analyze complex musical structures (detecting segments, vocals, and instruments), demonstrating advanced capabilities for filtering large music libraries.

EXPERIENCE

Stealth AI Startup **Head of Design**

AI Companioning B2B, B2C 2025—2026

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 processes a small cross-functional team actually uses — sized for speed, not for 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.
- **Product Discovery:** AI workflows for competitor analysis, copywriting, scenario mapping and hypothesis testing, so strategy questions got answered in days instead of weeks.

Quadcode **Head of Design**

Top-tier global trading platform B2B SaaS, B2C 2021—2025

Ran design for a trading platform used worldwide: consolidated 20+ designers spread across product teams into one department, and built the design system the whole ecosystem now runs on.

- **AI Platform (0-to-1):** designed the product end to end for a unified AI platform for coding, design and content creation — the interface, the design system and the workflows for orchestrating code and media agents in one environment. Built the MVP brand alongside it.
- **Department Scaling & Unification:** Consolidated 20+ designers across Platform, Marketing and Internal Tools into one department in 4 months, with IDPs and competency matrices behind it.
- **Enterprise Design System (0-to-1):** Built a multi-brand, multi-platform system from scratch without pausing a single product team. It serves 20+ B2B SaaS clients and returned >300% in its first year.
- **Operational & Business Impact:** Time-to-market down ~40%, cross-team handoff ~30% faster, WCAG AA met across themes. B2B sales conversions rose ~20% over the same period.
- **Neobank App Redesign (Amaiz):** Moved a legacy outsourced app to Flutter and built an automated design-to-code token pipeline with a custom layout scanner — production drift caught by a build, in-app analytics enabled, WCAG met across themes.
- **Global Expansion:** Design strategy behind trading brand launches in the USA, LATAM and Australia.
- **Localization Infrastructure:** A pipeline for 14 languages and 100+ countries wiring Google Sheets to Figma, with automated string validation — QA passes shrank from days to hours.
- **Cross-functional Tooling:** A custom admin panel and Figma plugin, so analytics events ship with the design instead of after it.

EXPERIENCE

Extraweb — **Chief Product & Design Advisor**

Azerbaijan’s pioneering digital products agency — 2020—2023

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

Buglance — **Head of Design**

Two-Sided Crowdsourced Testing Platform (startup) B2B SaaS, B2C — 2020—2021

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, UX and brand.

- **Dual-Product Redesign:** UX and brand overhaul of both sides at once — the B2B SaaS platform where enterprises order testing, and the B2C platform where the crowd of testers works.
- **B2B Conversion:** Redesigned the core journey and onboarding — enterprise testing orders up 30%.
- **Design Operations:** A design token system that let hypotheses ship as experiments, cutting feature delivery time across both platforms.
- **Go-to-Market:** A redesigned website, one brand voice across channels, and a custom browser extension shipped as an acquisition surface.

Magaz — **Founder**

Grocery delivery startup B2C — 2019—2020

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

- **Filtering by recipes, mood and food pairings** instead of standard categories — the shelf reorganised around what people are actually about to cook.
- **A co-branded card delivery model** for the first order, built for a market where card penetration was low.
- **End-to-end:** product strategy, UX/UI and operations.

Insolar — **Head of Design**

Enterprise-grade Blockchain startup B2B, B2G, B2E — 2019—2020

Built the design function for an enterprise blockchain platform and designed the regulated systems it was pitched with — for Visa, Maersk and more.

- **Enterprise Blockchain:** Set up design for an open-source enterprise platform, supporting partnerships with Visa, Maersk and Bentley.
- **Regulated Product Architecture:** A proof of concept for a uranium marketplace and blockchain-based national voting systems — flows where a wrong state is a legal problem, not a UX one.
- **Rapid Concept Delivery:** A PoC validation framework for testing hypotheses in days; delivered design systems, brand identities and a proprietary crypto wallet.

EXPERIENCE

RAMBLER&Co **Design Manager**

Number 1 Media Holding in Russia B2B, B2C, B2E 2018—2019

Ran product design for enterprise work inside Russia's largest media holding: intranets and portals for national corporations.

- **Enterprise Intranets:** Corporate intranets and internal portals for Leroy Merlin and Borjomi.
- **Complex B2B Portals:** The official digital procurement portal for Gazprom.
- **Healthcare & FinTech:** End-to-end research and design for Medzdrav (bridging online and offline care) and the VTB Insurance platform.
- **Design Leadership:** Built and ran the team these projects needed.

Expressbank **Head of Digital Banking | Head of Product**

One of Azerbaijan's leading banks B2C, B2B 2016—2018

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

- **0-to-1 Product Delivery (Express24):** Rescued a stalled core initiative and launched the MVP of the Express24 internet bank in a record 4 months. Driven by deep customer discovery and user interviews, the launch shifted ~30% of daily retail transactions from offline branches to digital channels.
- **B2B Expansion & Payroll Projects:** Led the development of a complex RBAC (Role-Based Access Control) module for corporate banking. This infrastructure enabled digital onboarding for 150+ corporate clients, allowing them to independently manage employee salary projects and boosting B2B retention.
- **Mobile Ecosystem Scaling:** Drove the end-to-end development of the Express24 mobile app (React Native) and the ExpressClub loyalty cashback app.
- **Fintech & Payments:** Launched ExpressPay (an e-wallet and online payment gateway), opening new revenue streams and capturing a segment of digital-first users. Managed strict security testing protocols to ensure 0 critical data breaches.
- **Operational Efficiency:** Identified workflow bottlenecks and developed internal tools, including a custom browser extension for receipt printing, which reduced teller transaction time by ~40% and optimized branch operational costs.
- **Brand Ecosystem:** Unified the product design and brand architecture across 5 key pillars (Expressbank, ExpressPay, Express24, ExpressClub, and Expresso cards).

EXPERIENCE

Jobok **Head of Design, Team Lead**

Mobile application targeting the low-skilled job market (startup) B2C 2016

Led the end-to-end design and technical development for a recruitment mobile application targeting the low-skilled job market.

- **Team Leadership:** Built and managed cross-functional design and development teams, establishing core delivery processes from the ground up.
- **Full-Stack Contribution:** Directed the UX/UI design and hands-on development of the mobile application, encompassing both the Node.js backend and Swift frontend.
- **Prototyping & Brand:** Created the brand identity, animations, and high-fidelity interactive prototypes in Framer Studio to accelerate development.

Idealand Agency **Design Manager | Art Director**

Design agency 2015—2016

Led product design and digital strategy for three marketplaces and a wedding-planning platform.

Products:

- **Zupamart:** Online marketplace featuring bargain-based purchasing.
- **Toyplan:** Digital wedding planning platform.
- **Megamart:** E-commerce online marketplace.

Key Projects:

Delivered digital solutions and branding for clients across diverse industries, including Palitra (kitchen design), Maeni (leather manufacturing), City Hospital, Aztexnika (heavy machinery), Mb architects, Gala Insurance, and Mercury consulting.

Jeykhun Imanov Studio **Design Manager | Art Director**

Design agency 2014—2015

Led UX/UI design initiatives for major national brands and financial institutions.

Key projects:

- **KapitalBank:** Designed the corporate website — Netty Award, "Best Corporate Website of the Year" — and the internal corporate intranet.
- **Finance & E-commerce:** Delivered web platforms for AGBank, Pasha Insurance and Chelebi (furniture, ceramics, and textiles).
- **Corporate & Consulting:** Designed digital platforms for Kvadro architectural solutions and SIAR Research and Consulting.

EXPERIENCE

Extraweb **Design Manager | Art Director**

Azerbaijan’s pioneering digital products agency 2012—2014

Directed product strategy and design for Azerbaijan’s pioneering digital products agency, launching numerous first-to-market national platforms.

Key products launched:

- **E-commerce & Marketplaces:** Amour.az (cosmetics), Smarthost (first domain/hosting marketplace in Azerbaijan), Signal.az (automotive classifieds), and Ajgalma (first national food delivery platform).
- **Media & Ticketing:** Azerifootball (largest national football portal) and Kassir.az (first digital ticket sales portal in Azerbaijan).
- **Internal Tools:** Developed the Extraweb CMS for corporate websites and the inflexibLESS CSS framework.

Strategic Projects:

Led design execution for major clients including Azercosmos, Accessgazanj (loyalty program), GIZ (sustainable development portal), IZIM (loyalty/payments), and ECO Club.

Design Machine **Co-Founder**

Design agency 2011—2012

Co-founded and managed a boutique digital design agency, overseeing end-to-end product design, creative direction, and project execution for various regional businesses.

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

Design agency 2009—2011

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

Azerin **Design Manager | Art Director**

Design agency 2008—2009

Delivered UX/UI design and frontend development at a digital studio affiliated with one of Azerbaijan’s pioneering Internet Service Providers, contributing to foundational web projects for local enterprises.

Key project:

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