

Ilmar Mansurov

Lead Product Designer
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1. Summary

Lead Product Designer for B2B and B2C products, working in design since 2018. I shape product strategy, lead the design of complex systems, and manage a design team. I build design processes, support designers' growth, and align product, analytics, and engineering. My focus includes courier apps, operations systems, WMS, PIM, and partner back-office products.

2. Professional Experience

Yandex Lavka - Lead Product Designer

January 2023 - Present

Shape product strategy and target models for complex B2B and B2C systems. Lead a design team, build design processes, mentor designers, and align product, analytics, and engineering.

Yandex Lavka - Senior Product Designer

October 2021 - January 2023

Developed courier and operations products across Yandex Pro, WMS, PIM, and partner tools. Translated product strategy into target journeys, information architecture, and realistic MVPs.

Yandex Lavka - Middle Product Designer

March 2021 - October 2021

Designed user journeys and interfaces for couriers and operations teams, validated solutions in UX research, and supported implementation with engineering.

Umbrella IT - UX/UI Designer

August 2018 - March 2021

Designed digital product interfaces from research and user journeys through prototypes, visual design, and engineering handoff.

3. Key Skills

Product strategy
B2B and B2C product design
Complex operations systems and back-office products
Information architecture and prototyping
UX research and hypothesis validation
Design systems
Design leadership and mentoring
Product, analytics, and engineering alignment
Web, iOS, and Android

4. Education

Southern Federal University

Graduated in 2012

Higher education - manufacturing control systems development.

5. Independent Products

Flueno - AI language practice

An independent product for practising spoken language through short AI dialogues. Live in the App Store for iPhone and iPad.

Slotty.gg - find available courts

A live web service that brings current Belgrade court schedules into one search journey.