RUSTEM SEIDAMETOV

Product Designer

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SUMMARY

Product Designer with 3+ years of experience designing intuitive, engaging SaaS and B2B platforms. Skilled in UX/UI design, design systems, and cross-functional collaboration. Proven ability to lead end-to-end design processes that improve user experience, engagement, and retention. Seeking a mid-level product design role on a collaborative team where design drives real impact.

EXPERIENCE

Product Designer | Breakthru

July, 2023 - Present / San Diego, CA (remote)

- Led redesign of the Community Hub setup, reducing launch time from 4–6 hours to under 5 minutes, eliminating reliance on sales/devs.
- Conducted user interviews to uncover onboarding friction points; redesign led to a 3× increase in Community Hub launches.
- Shipped gamification features (progress, badges, leaderboards) that improved engagement by 40% and retention by 25%.
- Collaborated with product/engineering on MVP scoping and agile delivery; sped up feature delivery by 40%.
- Enhanced the CRM's design system with reusable Figma components and documentation.

Product Designer | Blast Athletics (contract)

Mar, 2023 - July, 2023 / San Diego, CA (remote)

- Redesigned the web newsletter, growing subscriptions to 2,000+ and increasing fundraising contributions by 40%.
- Improved dashboard UX across multiple user types, reducing usability errors by 15%.

Product Designer | Freelance Product, Web & Visual Design

Feb, 2022 - May, 2023 / San Diego, CA (remote)

- Delivered 15+ end-to-end design projects for startups and small businesses.
- Led user research, prototyping, and testing for responsive websites and digital products.

EDUCATION

Google UX Design Professional Certificate | Coursera

Apr, 2022 - Oct, 2022

International Law | National University Odessa Law Academy

Sep, 2012 - May, 2015

SKILLS

Design

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Motion design,
Interaction design,
Design systems,
Branding

Research

User interviews,
Usability testings,
Persona hypothesis,
Competitor analysis,
Tree testing

TOOLS

Design

Figma, Adobe XD, Sketch, Miro, inVison, ProtoPie, Keynote, Zeplin, Photoshop

Research

Google Analytics, Hotjar

Product / Project Managment

Jira, Slack, Notion