

PROFILE

Product Designer with 6+ years of experience designing scalable e-commerce, fintech, and government digital products. Proven track record of driving product engagement, user satisfaction, and collaboration with cross-functional teams. Passionate about continuous learning, incorporating industry best practices, and elevating brand standards through design excellence. Worked with brands such as PASHA Bank, Neptun, Soliton, and public sector platforms, focusing on usability, conversion, and business impact.

EMPLOYMENT HISTORY

Nov 2023- Present	Neptun Supermarket — UI/UX Designer - Redesigned Neptun.az e-commerce experience across desktop and mobile, improving usability and simplifying customer purchase flows. - Led the redesign of Soliton.az, optimizing navigation and mobile responsiveness for higher conversion potential. - Built internal dashboards for operational teams, improving data visibility and workflow efficiency - Created wireframes, user flows, and prototypes that effectively communicated innovative design ideas, resulting in a 20% increase in user engagement.
Aug 2022 - Nov 2023	Freelance — UI/UX Designer - Designed high-fidelity interfaces, user flows, and interactive prototypes for client web and mobile products across different industries. - Worked on Zein, a service-booking startup platform connecting users with professionals such as electricians, gardeners, and home service providers.
Nov 2021 - Aug 2022	PASHA Bank — UI/UX Designer - Conducted comprehensive user research, user testing, and gathered feedback, which led to iterative design improvements and a 15% boost in user satisfaction. - Created personas, user journeys, and flows to improve usability across banking products. - Collaborated with product and development teams to improve digital banking experiences through research-driven design decisions. - Worked with PASHA Bank’s UI kit - Experience with Agile methodologies

Feb 2020 - Nov 2021

e-Gov Development Center — UI/UX Designer

- Designed government digital platforms and websites, e.g., [ASAN Finance system](#) and [Yashat Foundation](#).
- Led UI/UX workshops and training sessions for the company, increasing design awareness and proficiency among team members.
- Initiated the adoption of Figma as the primary design tool, enhancing team collaboration and design speed by 35%.

Aug 2017 - Feb 2018

Safaroff Agency — Digital Product Designer

- Designed wireframes, responsive websites, mobile apps, dashboards while working with a team of developers
- Facilitated clients’ product visions by researching and prototyping for digital products
- Designed UX architecture, user flows and interfaces for an online restaurant reservation service mobile app, Tappable, that allows diners to browse menus and reserve a table for their desired date and time.

TOOLS	Figma FigJam	Jira Notion	Slack Claude
CORE SKILLS	Product Strategy UX Research Design Systems	Interaction Design E-commerce UX Mobile Product Design	Responsive Design Usability Testing
SOFT SKILLS	Communication Product Thinking Cross-functional Collaboration	Problem Solving Stakeholder Management Presentation Skills	
Languages	Azerbaijani – Native	English – Professional Working Proficiency (C1)	Turkish – Fluent

EDUCATION

Sep. 2018 - Aug. 2019

MSc User Experience Design

Kingston University

Sep. 2013 - Jul. 2016

Bachelor’s Degree - BA Econ Accounting and Finance

University of Manchester

Studied through Azerbaijan State Scholarship Program