



# Farkhod Saydullaev

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[Linkedin](#)

**Product designer** / Uzbekistan (ready to relocation)

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Experienced designer with 10+ years in the field, specializing in product design for 5+ years. Passionate about user-centred and data-driven approaches, delivering outstanding design solutions. Advocate for user experience, skilled in user research and methodology.

## Work experience

**Moneff** / Lead Product Designer / January 2022 – Present

- Assessed designers' skill levels, providing mentorship and guidance to foster their professional growth and development.
- Orchestrated the implementation of a multi platform design system, resulting in more efficient front-end team workflows, faster development cycles, and a notable 20% cost savings for the company.
- Developed and integrated clear rules and guidelines for the design team, resulting in improved organization and streamlined workflows, fostering collaboration and efficiency within the team.

**Moneff** / Product Designer / December 2019 – Present (3 year, 7 months)

- Reduced customer account approval time from 9 days to 5 days and increased CSAT from 45% to 68% through significant design changes in customer onboarding, resulting in improved activation rates. [Case study](#).
- Headed web application redesign, optimizing the transfer of funds to business accounts, reducing the average completion time from hours to just 2 hours. This improvement resulted in an 80% decrease in support messages and significantly improved the time-on-task metric.
- Achieved exceptional results by integrating A/B testing methodologies, allowing for data-driven decision making and ultimately increasing conversion rates by 60% on the redesigned landing page.

**DesignMyShop.ru** / Product Designer / January 2018 – November 2019 (1 year, 10 months)

- Delivered a game-changing E-commerce constructor template that increased company profit by 40% by conducting effective interviews and user research with SMEs and business owners. Trailblazed the market with our innovative solution.
- Coordinated the successful launch of e-commerce templates, 'Balance' and 'Incart'. Notably, 'Balance' surpassed the competition, securing the esteemed "[Best E-commerce](#)" template award in the marketplace.

### DesignMyShop.ru / UX/UI designer / January 2015 – January 2018 (3 years)

- Designed and implemented around 12 e-commerce websites in collaboration with a team. These websites boasted user-friendly UI and excellent UX, resulting in increased profitability for the employers.
- Conducted in-depth analysis of the e-commerce segment and identified growth opportunities, leading to an elevation of e-commerce market standards in CIS countries. Implemented mobile-friendly design and reorganized the design, establishing a solution that competitors later replicated.
- Acquired numerous positive feedback as a testament to our team's dedication and hard work.

### **Freelance** / UX/UI designer / 2010 – 2015 (5 years)

- Designed 30 highly user-friendly and SEO-optimized landing pages that significantly boosted owners' profitability.
- Became renowned on the largest Russian freelance platform, [www.fl.ru](http://www.fl.ru), securing 50 positive employer feedback and 85 positive colleague feedback.
- Exemplified self-time management skills, ensuring on-time delivery of designs to each employer.

### Rozetka.ua / Graphic designer / 2007 – 2009 (2 years)

- Developed and implemented a captivating cartoon style for advertising campaigns, resulting in consistently high click-through rates (CTR) across all campaigns.
- Curated and organized a vast collection of graphic materials, optimizing workflow efficiency for designers and cutting advertising creation time in half.

## Volunteering

### ADPlist / Design mentor / August 2022 – Present

- I have volunteered over 1900 hours teaching product design to mentees worldwide.
- Recognized as one of the 'Most Impactful Mentors of 2022'

## Skills

**Design:** User Experience (UX) / User Interface (UI) / Information Architecture / Visual Design / Design system / UI animation / Prototype / User flow / Wireframe

**Research:** User Research / Usability testing / Heuristic analysis / A/B test / User journey map / Data analysis using Firebase, Google Analytics and PowerBI / Quantitative and quality research / Product analytics / Quality interview

**Collaboration:** Knowledge sharing / Design review and critique / Cross functional collaboration / Brainstorm / Project management / Remote collaboration

**Leadership:** Manage team / Design skill assessment / Mentoring / Problem solving Empathy