Vladislav Dostavalov

Senior Product Designer | Fintech & Design Systems

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Product designer with 7+ years of experience in fintech (B2C, B2B, B2E), shaping products from zero to scale. I focus on system-level consistency, workflow automation, and bridging the gap between design and engineering. Proven ability to thrive in fast-paced environments, balancing quality with speed while decentralizing system knowledge to avoid silos. Expert in advanced Figma tokenization and AI-assisted tooling, complemented by experience in motion design and 3D.

Product & UX: End-to-End Product Shaping, Data-driven Design, Complex Web UI (B2B/B2C/B2E), Problem Definition, Cognitive Load Optimization, UX Research (Interviews, Usability Testing, CJM, Competitor Analysis), Accessibility.
Design Systems: Architecture, Tokenization, Documentation, Governance, Legacy Refactoring, Atomic Design.
Tools: Figma (Expert: Variables, Slots, Variants, Auto Layout, Plugin API), FigJam, ProtoPie.
Tech & Automation: Figma Plugins, JSON, HTML/CSS/JS, AI tools (Cursor, ComfyUI, my own AI plugins)
Motion & Visuals: Rive, After Effects, Blender (micro-animations, basic 3D).

Relevant Professional Experience

Expera | Tashkent, Uzbekistan

Senior Product Designer | Core Banking & Employee Experience | March 2025 - Present
- Leading the design of a unified frontend system for Uzbekistan's largest bank, consolidating multiple internal products, back-office, and admin tools into a single high-load web interface.
- Architecting a proprietary design system utilizing advanced Figma features (like slots), focusing on scalability and avoiding "bus factor" through comprehensive documentation.
- Conducting targeted UX research with subject-matter experts to reduce cognitive load for employees with highly specialized workflows.
- Developing custom Figma utility plugins (e.g., "Design Linter") using AI to automate token management and log dev-mode changes, significantly streamlining the developer handoff.
- Driving cross-functional alignment by hosting workshops for devs and analysts, and performing frontend-informed design reviews.

Click | Tashkent, Uzbekistan

Senior Product Designer | B2B & Platform Design Systems | August 2024 - February 2025
- Evolved a design system for a product serving B2C, B2B, and web, unifying styles across 3+ platforms.
- Built a custom Figma plugin that **eliminated** manual token updates, saving **100%** of the design-to-code sync time and **enabling** the adoption of a scalable tokenization strategy.
- Collaborated tightly with PMs, QA, and engineering, proactively identifying frontend UI bugs and proposing specific code-level implementation fixes.

Anorbank | Tashkent, Uzbekistan

Senior Product Designer & Design System Lead | B2C Mobile Banking | April 2023 – July 2024

- Led the overhaul of a legacy design system, designing and documenting 80+ components from scratch.
- Redesigned core daily banking flows (Main Page, Payments, P2P) based on mixed-method UX research (moderated usability testing, deep interviews).
- Created functional prototypes for complex UX cases and built a JSON/HTML export tool to simplify developer handoff.

UKCI Domains Limited | London, United Kingdom

Product Designer | Web Platform | November 2017 - December 2021
- Built company's first design system (150+ components)
- Designed core web products including marketplace and user accounts
- Worked in distributed teams across UK/US

Education

Westminster University *BSc Computer Science, 2015*

British Council *Creative Producers Programme, 2019*

Selected for a professional development program in the UK.