



Abdulaziz Bekturdiev

Senior Product Designer

CONTACT

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Dubai, United Arab Emirates

SKILLS

UX Strategy & Research

- Design Thinking
- UX Research
- User-Centered Design
- Heuristic Evaluation
- Information Architecture
- Persona, User Flows

Design Systems & Scaling

- Design Systems
- Atomic Design
- Accessibility
- Responsive Design

Execution & Prototyping

- Visual & UI Design
- Wireframe & Prototyping
- HTML/CSS Basics

Tools & Collaboration

- Design Tools: Figma , Adobe XD , Adobe Creative Suite
- Dev/Hand-off: Zeroheight , Zeplin
- Project Management: Jira , Trello

SUMMARY

Experienced product designer with over **11+ years of expertise** in transforming digital products through user-centered design. Skilled in UX research, strategic consultancy, and leading design projects for startups and enterprises. Proven ability to boost user engagement and satisfaction while aligning designs with business goals. Proficient in modern design methodologies and tools.

WORK EXPERIENCE

Senior Product Designer

Jun 2024 - Present

[Hero Experiences Group](#)

Dubai, United Arab Emirates

- **Leading** the redesign of the corporate website for high-end B2B and premium B2C clients.
- **Managing** complex product designs across multiple brands, ensuring seamless user experiences and brand consistency.
- **Revamped** the Platinum Heritage website interface, resulting in a **+25% growth** in web checkouts revenue.
- **Collaborating** with cross-functional teams to align UX strategies with business goals, optimizing conversion and client retention.
- **Managing** the implementation and QA of designs in collaboration with an external development agency, ensuring high-quality delivery.
- **Architecting** the design system's evolution by integrating token-based architecture to future-proof scalability and ensure seamless theme consistency across the entire brand ecosystem.

Senior Product Designer & Consultant

Jan 2023 - Jun 2024

Freelance

Tashkent, Uzbekistan

- **Delivered** strategic UX consultancy and specialized in optimizing digital products for startups and small businesses.
- **Collaborated** with **15+ companies**, offering strategic guidance to enhance user experiences and achieve business objectives.
- **Provided strategic UX consultancy** to startups and small businesses, leading to a **30% improvement** in product usability.
- **Conducted 20+ UX audits** and **heuristic evaluations**, delivering actionable recommendations and roadmaps.

Senior UX Designer

Feb 2020 - Jan 2023

[Medyear.com](#)

New York, US (remote)

- **Led the brand redesign process**, creating a new logo, color schemes, and **boosting** brand awareness **by 45%**.
- **Organized and conducted UX research methods** to identify user pain points and usability issues.
- **Redesigned** Medyear's products based on the research findings, UX principles and WCAG guidelines, **resulting in new deals of \$2MM**.
- **Increased** app downloads **by 35%** through re-designed interface and updated usability.
- **Improved** user satisfaction by **40%** for the patient management web app, benefiting over **1MM healthcare professionals** from **10K+ hospitals**.
- **Reduced** time-on-task **by 50%** and **helped** the Medypass app **gain 1.5K+ paid users, a 300% increase**.

UI/UX Designer

Apr 2018 - Feb 2020

[Amazon](#)

Dubai, United Arab Emirates

- **Conducted** comprehensive UX research and collaborated with stakeholders to align design solutions with business goals.

EDUCATION

Westminster International University in Tashkent

Bachelor of Science in Business Information
Systems

Sep 2011 - May 2015

ACHIEVEMENTS

Design Leadership & Mentorship

A UX community leader in Uzbekistan,
actively sharing knowledge and
mentoring young designers to advance
local standards.

Breaking Barriers

Proud to be the first UX designer from my
hometown to join Amazon, demonstrating
ambition and high standards.

PASSION

Learning UX

Always learning and integrating emerging
UX trends and methodologies to maintain
a cutting-edge design practice.

Logo Design

Obsessed with crafting unique logos,
where mathematical precision meets
strong brand identity.

AI

Thrilled to use AI/LLMs to design and
hard-code projects with speed and
absolute confidence.

LANGUAGES

 **English** *Fluent*

 **Uzbek** *Native*

 **Russian** *Fluent*

 **Turkish** *Proficient*

 **Arabic** *Beginner*

- **Revamped** Wing.ae(an Amazon company) products to address customer complaints and improve UX.
- **Redesigned** critical products including the driver and customer apps, company website, and delivery management system.
- **Reduced** delivery time for the Wing Driver app **by 8%**, **improving** efficiency for **5K+ drivers** by **13%**.
- **Increased** website speed by **35%**, **reduced** error rates **by 65%**, **boosted** conversion rates **by 5%**, and **reduced** customer complaints **by 30%**.
- **Achieved** 135% lead growth, resulting in 120+ new delivery clients for Wing (Amazon) in 6 months; 10K+ couriers worldwide still rely on the app I designed.

UI/UX Designer

[Kpi.com](#)

Mar 2014 - Apr 2018

Bromley, UK (remote)

- **Addressed** declining conversion rates and increasing customer complaints by redesigning KPI.com's interface.
- **Leveraged** the new Material design system and introduced rapid prototyping and usability testing.
- **Redesigned** KPI.com ERP system and landing pages, resulting in a **20% improvement** in usability, a **16% boost** in customer satisfaction, and a **12% decrease** in complaints.
- **Integrated** Material design into the workflow, **increasing** work efficiency **by 35%**.
- **Used** rapid prototyping and usability testing to eliminate **70% of UX** problems, **enhancing** the team's efficiency **by 25%**.

PERSONAL PROJECT

Product Manager & Design System Founder

Jayhun UI

Mar 2023 - Present

Dubai, United Arab Emirates (remote)

- **Conducted** user interviews, usability testing, and heuristic evaluations to understand user needs on design systems.
- **Built (founded) and maintained** a scalable Figma-based design system (**Jayhun UI**) with over self designed 9,000 icons and reusable components.
- **Led governance**, naming standards, and component variants across platforms.
- **Reduced** UI design time **by 30%**.
- **Continuously** gathering user insights and actively testing the evolving design system across **35+ projects**.

CERTIFICATES



UX Management: Strategy and Tactics

Interaction Design Foundation

Aug 2025



Get Your Product Used: Adoption and Appropriation

Interaction Design Foundation

Aug 2025



Data-Driven Design: Quantitative Research for UX

Interaction Design Foundation

Jul 2025



35+ Design certificates

[See All](#)