

Murad Sofiyev - Product Designer

Contact details

Location: Tilburg, Netherlands

Time zone: CET / CEST (UTC+1 / UTC+2)

Availability: Full-time roles in the Netherlands, or remote across Europe

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Professional Summary

Product Designer with 4 years across fintech, AI and public-service products, working where the domain logic is dense and the real design problem is deciding what a user should see. Experienced in end-to-end product design, design systems and semantic tokens, and turning complex internal logic into flows people can act on. Works close to implementation rather than handing off at the mockup, shipping production code personally with Claude Code. Currently at Birbank, designing across consumer and merchant products inside a platform serving 4M+ users.

Skills

Product Design & Strategy

End-to-End Product Design · Complex Flow Redesign · Domain Logic into States & Edge Cases · Product Discovery · Interaction Design · Information Architecture · Data-Informed Design

Design Systems & UI Craft

Design Systems · Atomic Design · Semantic Tokens · Figma Variables & Code Connect · Component Libraries · Design Documentation · Developer Handoff · Accessibility

Research, Prototyping & AI Workflows

User Research · Moderated & Comparative Usability Testing · Support & Call-Centre Data Analysis · Quantitative Methods (MSc) · UX Writing · Interactive & Code-Based Prototyping · Claude Code & Coding Agents · Generative Imagery (Midjourney, Nano Banana, GPT) inside Brand Systems

Tools

Figma · FigJam · Framer · Miro · Linear · Jira · Notion · Loom · Next.js, React, TypeScript, Tailwind CSS · Agile/Scrum, Kanban

Experience

Product Designer

Birbank | Jan 2025 - Present | Remote, Netherlands · B2C & B2B fintech · 4M+ users

- Owned **end-to-end design** across consumer and merchant surfaces, from discovery through to shipped UI.
- Redesigned **order tracking across five acquiring products** on web, iOS and Android, collapsing **twelve backend statuses into four** and shipping it as one **universal cell** rather than five screens; **status calls to the call centre fell around 70%**.
- Rewrote **ten operator-authored rejection reasons** in the customer's voice across three languages, so each pointed to a next action.
- Designed and implemented the full **Birbank Biznes dark mode** with Claude Code, delivering in **10 days against a 2–3 month engineering estimate**. Live in production.
- Ran **comparative usability testing** across two ATM systems (**6 participants, two locations**), then drove a touch-first redesign now on **70 devices**; call-centre reports fell **25%**.
- Rebuilt the passenger step on **Travel**, the flight-booking product on iOS and Android, after it failed usability testing

with **8–10 participants**, separating two objects the old interface had collapsed into one.

- Contributed **components, semantic tokens and accessibility guidelines** to the Birbank Design System, and mentored **design interns** across app, terminal and ATM workstreams.

Lead Product Designer

Polygraf AI | Oct 2023 - Dec 2024 | Remote · AI startup · Austin, TX · part-time to mid-2025

- Led product and design strategy for an **AI security platform spanning 11 tools**, making **model behaviour legible to enterprise buyers** in a category with no established conventions.
- Established a **scalable design system** across web and browser-extension environments, and directed onboarding and extension UX.
- Drove a full **marketing-site redesign**, generating the product imagery with **Midjourney** in one consistent style; monthly visitors grew **from 200 to a sustained 5,200**.
- Contributed to **SXSW Best in Show 2025**, a **TechCrunch Disrupt Battlefield 200 Top 10** placement, and a **\$9.5M seed round** led by Allegis Capital.

UX/UI Designer

FROMFOLIO | Apr 2023 - Sep 2023 | Remote · B2B SaaS · Detroit, MI

- Acted as **sole designer** on the redesign of a **two-sided B2B platform** serving both creatives and hiring companies.
- Started with foundations — typeface, **component library**, badges, navigation — then the pages that mattered most to each side.
- Delivered a redesign that supported the company's **first funding round (\$200K)**.

Product Designer

Azsoftware | Sep 2022 - Mar 2023 | Hybrid · GovTech · Baku, Azerbaijan

- Designed user-facing flows for **5+ national e-service platforms** for the Azerbaijan Land Transport Agency (AYNA).
- Delivered the **Unified E-Services Portal** and the **E-Form mobile application**, aligned with national digitalisation standards.

Projects

Peezy · kanban tool with a Figma inspect integration

Mar - Apr 2026 · peezy.cc

- Built solo from zero in **26 days**: auth, Stripe billing, real-time collaboration, onboarding and conversion flows.
- Added a **Figma plugin** turning a design frame into an inspectable spec, across **64+ structured sessions** with AI coding agents.

Statizen · interactive statistical atlas of Azerbaijan

May 2026 · statizen.space

- Shipped **32 indicators across 10 chapters and 14 regions** on one screen: pick a region, pick an indicator, scrub the year.
- Designed every screen in Figma first, then built with an AI coding agent over a **Python data pipeline — Figma to production in 7 days**.

Education

UX/UI Design Bootcamp · Emotix School — Figma Learn-approved, 320+ hours

2023

MSc Economic Development & Globalization · University of Groningen — quantitative research methods

2021-2022

BSc Economics · Middle East Technical University — honour student

2016-2021

Languages & Recognition

English — Full professional (C2) · Azerbaijani — Native · Turkish — Native

Young Lions Azerbaijan, Design — Shortlist · Cannes Lions national eliminations