

# Anton Gubarev-Pentin

Lead Product Designer / Founding Designer

Tbilisi, Georgia; Full remote; Relocation

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## Core Competencies

- Agile / Scrum
- DesignOps
- Mobile Design (iOS & Android)
- UX Metrics
- AI Tools in Design
- Documentation & Handoff
- English (Upper-Intermediate)
- Figma
- Design Systems
- UX Design
- UI Design
- Prototyping
- A/B Testing
- UX Research
- User Flows & Wireframes
- Jira
- Miro

## Professional Experience

### Qatar Insurance Company (QIC)

Lead Product Designer

Apr 2023 – Present | Doha, Qatar (Remote)

- Built design processes and integrated DesignOps into product development
- Developed and maintained scalable Design System
- Led cross-platform product design, defining UX strategy and metrics
- Mentored designers, developed growth flow and participated in hiring
- Contributed as Design Lead to award-winning mobile app:
  - *Mobile App of the Year — Insurance Asia Awards 2024*
  - *Best Auto Insurance App — Global Brand Awards 2024*

### Qatar Insurance Company (QIC)

Senior Product Designer

Nov 2022 – Apr 2023 | Doha, Qatar (Remote)

- Redesigned onboarding and registration flows
- Design B2C services flows
- Initiated UX research and conducted A/B tests
- Contributed to the transition toward a super-app experience

### SberHealth (СберЗдоровье)

Senior Product Designer

2022 | Moscow, Russia

- Led redesign of the service catalog in the B2C app
- Conducted multiple user interviews and tests to improve metrics
- Owned the design system and UX metric implementation

## Wildberries

Product Designer

2021 - 2022 | Moscow, Russia

- Developed new multi-cart flow
- Redesigned the catalog search system in the application
- Designed internal B2E tools for operational teams

## Creative Cult Agency

UX/UI Designer

2019 – 2021 | Krasnodar, Russia

- Delivered end-to-end design for e-commerce, SaaS, and media clients

## Freelance

UX/UI Designer

2018 – 2019 | Remote

- Designed digital products for small businesses
- Completed “UI Designer” bootcamp at Contented

## Education

### Kuban State University

Bachelor's Degree in Law, 2016

Krasnodar, Russia

### Courses & Certifications

Product Design Program — CONTENTED

Advanced Product Design — Interaction Design Foundation

## Additional

- Integrate AI tools into workflow: Crea AI, Midjourney, ChatGPT, Cursor
- Comfortable with documentation, roadmaps, and product storytelling
- Mentor for designers
- Public speaker

### Languages

- Russian – Native
- English – Upper-Intermediate (B2)