

# Anton Gubarev-Pentin

Lead Product Designer / Founding Designer

Tbilisi, Georgia; Full remote; Relocation

Phone: +995 595 90 6838

Email: toxmanru@icloud.com

LinkedIn: [linkedin.com/in/anton-gubarev-pentin](https://www.linkedin.com/in/anton-gubarev-pentin)

Portfolio: <https://www.gubarev-pentin.com>

## Professional Summary

Lead Product Designer with 7+ years of experience in UX/UI, DesignOps, and scaling design teams for digital products across insurance, healthcare, and e-commerce. Built and scaled high-performing cross-functional design teams, implemented scalable design systems for 5+ product teams, and ensured design alignment with key product and business KPIs, for products with over 10 million active users. Reduced time-to-market by 50% through process optimization and cross-functional collaboration. Applied A/B testing, UX research, accessibility standards, and data-driven design to optimize user experience and drive measurable product outcomes. Advocate for design as a strategic function — from team hiring to product delivery.

## Core Competencies

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

## Professional Experience

### Qatar Insurance Company (QIC)

Lead Product Designer

Apr 2023 – Present | Doha, Qatar (Remote)

- Played a key role in achieving 200% YoY revenue growth by leading UX enhancements in high-impact product areas;
- Reduced TTM by 50%, from 4 weeks to 2, by building design processes and integrated DesignOps into product development;
- Built and maintained a Design System used by 5+ cross-functional teams, ensuring UI consistency;
- Led cross-platform product design team, defining UX strategy and metrics;
- Mentored designers, Implemented growth flow and participated in hiring;
- Influenced 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)

- Improved registration conversion rate by 11% through a UX-focused redesign of the onboarding flow;

- Led transformation of a single-purpose app into a scalable ecosystem platform, enabling the launch of 4+ new sub-products within one unified UX framework;
- Launched four distinct B2C service flows from the ground up, focused on mobile-first experiences, resulting in a 14% rise in user engagement metrics on mobile devices;
- Piloted initial UX research, completing 10 A/B tests on multiply flows, findings directed design enhancements which improved user activation rates by 4%.

## **SberHealth (СберЗдоровье)**

Senior Product Designer

2022 | Moscow, Russia

- Increased conversion to purchase by 12% after implementing a reworked catalog;
- Ran 40+ user interviews and tests, ensuring early detection and avoidance of UX flaws prior to development;
- Owned the design system, resulting in 90% component reuse and faster iteration cycles.

## **Wildberries**

Product Designer

2021 - 2022 | Moscow, Russia

- Introduced a multi-cart system, driving a 4% uplift in AOV by streamlining multi-item purchasing behavior;
- Improved search UX, reducing time-to-checkout by 8% through streamlined navigation and faster product discovery;
- Created internal B2E tools that enabled 30,000+ employees to execute logistics tasks automated

## **Creative Cult Agency**

UX/UI Designer

2021 - 2022 | Moscow, Russia

- Delivered 40+ end-to-end design projects for clients in e-commerce, B2B services, and media — from concept to launch.

## **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;
- Mentor for designers;
- Public speaker.

### **Languages**

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