Rufat Gadirli

Senior Product Designer

Location	Baku, Azerbaijan (GMT+4)
Phone	+994 55 548 28 66
Email	qedirli01@gmail.com
Portfolio	gadirli.me
LinkedIn	linkedin.com/in/gadirli

SUMMARY

Product Designer with 4+ years in design, building government, enterprise, telecom and AI-powered mobile products. Grounds design decisions in user research and behavioral data, builds token-based design systems from scratch, and simplifies complex multi-step workflows across multi-role products.

EXPERIENCE

AzSoftware · Baku

Established Azerbaijani IT solutions provider delivering custom software and IT services to enterprise and public-sector clients.

Head of Design — Jan 2026 – Present

- Scaled the design team from 2 to 7 through 50+ interviews, overseeing design for major clients including AYNA, AZCON Holding and NAVIS Group; introduced DesignOps practices (weekly design reviews, shared Figma standards and structured design workflows) that kept design quality consistent across projects.
- Led design of AZCON Holding's Supervisory Board platform, which digitizes board meetings, voting and decisions (MVP, ~500 users, 5 roles), in 3 weeks with two designers; partnered with backend engineers on the database structure.
- Designed its core 7-step meeting flow, from setup and agenda review to live voting, minutes and e-signing, with role-specific logic; presented it to stakeholders and secured sign-off.

Senior Product Designer — Jun 2025 – Dec 2025

- Owned UX for AYNA Permit System, a government platform that digitally issues road transport permits and licenses (~10,000 users, in production): turned BRD/FRD requirements into flows and scenarios for 5 user roles.
- Designed its most complex workflows (damaged permits, quota registration, stock issuance) and data-heavy dashboards; rebuilt the outdated design system from scratch on design tokens before handing off to a designer I supervised.
- Redesigned the UI of AZDOC, an electronic document management system (~6,000 users), setting its flow structure and design direction; drafted a research-led plan for a full redesign.

OneRouteX · Abu Dhabi, remote

Abu Dhabi startup building an AI-powered fitness and wellness app with personalized workout and nutrition plans.

Senior Product Designer · Contract — Feb 2025 – Nov 2025

- Owned end-to-end design of a 0-to-1 AI-powered fitness and wellness app from discovery to launch, translating two months of research into information architecture, user flows, and high-fidelity UI; coordinated task allocation and design collaboration with a second designer.
- Designed its core features: XPulse AI assistant, photo-based nutrition tracking that logs calories and ingredients from a meal photo, progress analytics dashboards and a trigger-based notification system.
- Built a token-based design system from scratch with light/dark themes and Arabic right-to-left (RTL) support, ready for multilingual scale.
- Benchmarked ~20 competitors and applied multi-market survey research by TGM Research (UAE, India, USA, Europe) to prioritize MVP features.

Azerconnect · Baku

B2B technology company within NEQSOL Holding, providing IT and digital product services to telecom operators.

Digital Product Designer Feb 2024 – May 2025

- Led UX research for the redesign of Inside, a web and mobile intranet platform: a survey of ~150 employees to prioritize features and 12 interviews across personas, recruited from its most active community members, to shape its community experience.
- Redesigned Inside end-to-end and built its token-based design system from scratch, establishing component standards and naming conventions; mentored an intern through task delegation, design reviews, and feedback.
- Led UX research for SalesApp, an Android app for SIM card sales and dealer operations (10K+ downloads): field research with the Product Owner exposed a lengthy number sales flow and passport-scanning issues; my streamlined redesign reached an 80% task success rate in usability testing with 10 participants and was implemented after my tenure.
- Extended the existing SalesWeb platform with a device sales flow, integrating device purchases with mobile plans and add-on packages, from stakeholder requirements through production.
- Analyzed Nar+ web user behavior using Google Analytics and Yandex Metrica to identify UX issues and propose data-informed improvements; supported the design team in developing Nar+ design tokens and its design system.

Code Academy · Baku

Tech education academy offering programming and design courses.

UX/UI Teaching Assistant Mar 2023 – Jan 2024

- Mentored ~45 beginner UX/UI students, reviewing assignments and providing practical feedback throughout their learning process.
- Owned end-to-end UX/UI design for Apptech, an IT certification preparation platform, and ishci.az, a talent marketplace MVP, independently delivering information architecture, user flows, wireframes, prototypes, and final UI.
- Collaborated with another designer on UX research and UI evaluation for FLOQ, identifying usability issues through predefined test scenarios.

Earlier experience

UI Designer · Nolorem OÜ, Estonia (contract, remote) Oct 2023 – Dec 2023

Designed the company website and an additional landing page, responsive across desktop and mobile.

Graphic Designer · Robotzade Mar 2022 – Dec 2022

Led social media and marketing visuals, coordinating designers and keeping the brand consistent.

EDUCATION

Azerbaijan State Oil and Industry University

MSc, Data Analytics 2022 – 2024

BSc, Computer Science 2018 – 2022

LANGUAGES

Azerbaijani native · **Turkish** fluent
English professional · **Russian** basic

SKILLS

Product Design: User Flows, Information Architecture, Interaction Design, Wireframing, Prototyping, Design Systems & Tokens, MVP Scoping

Research & Delivery: User Research, User Interviews, Surveys, Usability Testing, Competitor Analysis, Behavioral Analytics, Agile, Cross-functional Collaboration, Design Handoff

Prototyping & Build: AI-Assisted Coding, No-Code Development

Tools: Figma, Framer, Jitter, Miro, Notion, Adobe Illustrator, Adobe Photoshop, Google Analytics, Yandex Metrica, Claude Code, Codex