Anton Gubarev-Pentin

Lead Product Designer / Founding Designer

Tbilisi, Georgia; Full remote; Relocation
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Professional Summary

Lead Product Designer with 8+ years of experience in UX/UI, DesignOps, and scaling design teams for InsureTech, 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 TTM 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)

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

- Owned the design system, resulting in 90% component reuse and faster iteration cycles.
- 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;

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)