

Khayal Mammadaliyev

Product Designer

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SUMMARY

Product Designer with 4+ years of experience across digital government, telecom, fintech and AI products. Work spans user research, UX/UI design, design systems and high-fidelity prototyping. Combines product design with founder experience in launching an AI research platform and using AI-assisted coding to build interactive prototypes.

PROFESSIONAL EXPERIENCE

Innovation and Digital Development Agency (IDDA)

Jun 2026 - Present

Product Designer | Baku, Azerbaijan

Azerbaijan's government agency for innovation and digital transformation.

- Design UX/UI for mygov, Azerbaijan's digital government app serving 4M+ users.
- Completed the end-to-end design of Invite Your Family, supporting mygov's goal of reaching 5 million citizens by December 2026.
- Contributed to the UX/UI design of mybot AI, mygov's AI assistant.
- Conducted usability testing with 6 users to evaluate the app experience.

Askiva AI

Feb 2025 - Jul 2026

Founder and Product Lead

AI platform for automated qualitative user research.

- Founded an AI user research platform covering participant scheduling, voice AI interviews and insight delivery.
- Led end-to-end product design and managed a freelance engineering team to build and launch a self-funded MVP.
- Onboarded 140+ users with a cost per lead (CPL) under \$1.
- Built a community of 130+ researchers and initiated discovery discussions with 3 enterprise companies.

Azerconnect Group

May 2024 - Jun 2026

Product Designer | Baku, Azerbaijan

Telecommunications and digital services group in Azerbaijan, part of NEQSOL Holding.

- Led UX/UI design for the Bakcell mobile app and e-shop, covering telecom service and online shopping journeys.
- Established and maintained a reusable design system and UI components to support consistency across digital products and development handoff.
- Validated telecom user flows through user research and usability testing, applying brand guidelines and accessibility considerations.

OneRouteX

Apr 2025 - Oct 2025

Product Designer | Abu Dhabi, UAE (Remote)

AI-powered fitness and wellness app with personalized workout and nutrition plans.

- Shaped product direction through market research and competitor analysis for an AI-powered fitness app.
- Mapped workout algorithms and business logic into mobile user flows and interactive interfaces, aligned with technical constraints.
- Built the product's marketing website in Framer to support the launch.

PROFESSIONAL EXPERIENCE CONTINUED

PASHA Bank OJSC

Dec 2023 - Mar 2024

UX/UI Designer | Baku, Azerbaijan

One of Azerbaijan's leading corporate banks, serving enterprises and SMEs.

- Contributed to B2B banking solutions, including Counterparty Check, a business partner verification platform, and Cash Management.
- Worked with product owners to translate financial requirements into clear user flows and interfaces.
- Counterparty Check onboarded 3,000+ customers in its first 3 months and achieved a CSI score of 9.8/10, based on feedback from 300+ customers.
- Adoption reached 20% of active bank customers; integration into payment creation workflows was associated with a 2.4x increase in active customers.

Bestcomp Group

Apr 2023 - Dec 2023

UX/UI Designer | Baku, Azerbaijan

Regional IT system integrator providing technology solutions and services.

- Designed internal web products based on wireframes provided in Balsamiq.
- Developed high-fidelity interface designs and prepared design handoff for development teams.

Caspiantech CJSC

Apr 2022 - Apr 2023

UX/UI Designer | Baku, Azerbaijan

Sports betting company behind the Topaz brand in Azerbaijan.

- Structured user flows and information architecture for eTopaz, a sports betting platform in Azerbaijan.
- Combined user interviews, UX research and industry analysis to understand bettor motivations and guide feature improvements.

Crocusoft

Oct 2021 - May 2023

Product Designer | Baku, Azerbaijan

Software development company building web, mobile and enterprise solutions.

- Designed user flows and interface mockups for web and mobile applications across multiple sectors.
- Partnered with developers and marketers to turn product requirements into feature designs.

SKILLS

Research and Delivery: User Research, User Interviews, Usability Testing, Competitor Analysis, Agile Methodology, Cross-functional Collaboration, Design Handoff.

Prototyping and Build: AI-Assisted Coding (Vibe Coding), No-Code Development.

Tools: Figma, Jitter, Adobe Illustrator, Adobe Photoshop, Adobe XD, Framer, Miro, Notion, Microsoft Office, Claude Code, Codex.

EDUCATION

Bachelor of Science in Information Technology

Baku Engineering University | Baku, Azerbaijan

CERTIFICATIONS AND AWARDS

Flawless Typography: Understanding and Breaking the Rules | **Awwwards** | Sep 2024

UX Design Foundations | **Uxcel** | Jul 2024

Advanced UX/UI Design | **Baku Design Academy** | Jun 2023

UX/UI Design | **State Agency on Vocational Education** | Jan 2022

Azerbaijan Design Award | 2nd Best Project in App Design | 2023

Azerbaijan Design Award | Best Project in App Design | 2022

LANGUAGES

Azerbaijani: Native | English: Intermediate