

Murad Sofiyev

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PROFILE

Product Designer with 3+ years across fintech, AI, and public-service products — mobile apps, web platforms, and self-service surfaces. Currently the main designer on Birbank's Travel product, part of a consumer fintech platform serving 4M+ users, where I own flows end-to-end from research through production handoff and contribute components to the design system. I design from first principles and carry the work into code: I built and shipped the dark mode transition for Birbank Biznes myself, AI-assisted, in 10 days against a 2–3 month estimate. Outside work I've shipped two products solo — a SaaS tool with a published Figma plugin, and an interactive statistical atlas — both concept to production.

CORE COMPETENCIES

End-to-end Product Design · Mobile UI/UX (iOS & Android) · Design Systems & Tokens · User Research & Discovery · Interaction Design & Prototyping · Data-informed Iteration · AI-assisted Development · Developer Handoff

EXPERIENCE

Birbank — Product Designer

Jan 2025 – Present

Remote · B2C fintech · 4M+ users

- **Travel (current focus).** Main designer on Birbank's travel product, launching with flights and scaling toward a broader booking offering. Own discovery, flows, interaction states, and visual design; recently redesigned the passenger-adding flow, resolving long-standing UX friction in the booking journey.
- **Birbank Biznes dark mode.** Designed and implemented the full dark mode transition for the business app myself using AI-assisted development, then handed off to QA. Shipped in 10 days against a 2–3 month engineering estimate on a legacy Kotlin codebase with extensive hardcoded screens. Now live in production.
- **Design system.** Ongoing contributor to the Birbank Design System — building and refining components, semantic tokens, and accessibility guidelines scaled across mobile and self-service surfaces.
- **Acquiring products.** Designed flows across the merchant acquiring suite — POS, Mobile POS, e-commerce, Pay with Link, and BirPayQR — including an end-to-end order tracking experience covering the full journey from application through delivery.
- **Self-service terminals.** Designed a new Credit Payment section for self-service terminals, improving clarity and task completion.
- **ATM.** Analysed call center data to locate friction in ATM transaction flows and designed targeted fixes that reduced support calls by 25%.
- Delivered production-ready Jetpack Compose handoff specs to Android engineers, covering interaction and edge-case states. Mentored design interns across app, terminal, and ATM workstreams.

Polygraf AI — Lead Product Designer

Oct 2023 – Dec 2024

Remote · AI startup · Austin, TX

- Led product and design strategy for a mobile-first AI security platform spanning 11 tools across data privacy, content provenance, and generation.
- Drove a complete website redesign through UX architecture and a cohesive visual identity, growing monthly visitors from 200 to 15,000+ (75×).
- Established a scalable design system ensuring responsive, accessible experiences across web and browser extension environments.
- Directed onboarding and browser extension UX, reducing friction and strengthening activation.
- Contributed directly to SXSW Best in Show, TechCrunch Disrupt recognition, and a \$9.5M seed round led by Allegis Capital.

FROMFOLIO — UX/UI Designer

Apr 2023 – Sep 2023

Remote · B2B SaaS · Detroit, MI

- Designed the Applicants' Dashboard, Profile page, Company landing page, News page, and Benefits sections for a platform connecting designers with recruiters and hiring managers.
- Launched a new landing page built on global components, unifying visual and interaction consistency across the product.

Hybrid · GovTech · Baku, Azerbaijan

- Designed user-facing flows for 5+ national e-service platforms for the Azerbaijan Land Transport Agency (AYNA) — Unified E-Services Portal, Document Circulation System, E-Form mobile app, and the AYNA official website.
- Delivered accessible, scalable solutions aligned with national digitalisation standards.

PROJECTS

Peezy — SaaS kanban tool with built-in Figma inspect

Mar 2026 · peezy.cc

Designed and built solo from concept to production — auth, billing, real-time collaboration, onboarding, and conversion flows. Includes a 40+ component design system with Figma variables, tokens, and Code Connect mappings, maintained as a living foundation synced with production code, plus a published Figma Community plugin for one-click design spec extraction, where I owned the UX, the plugin code, and the release. Full stack shipped with an AI coding agent across 64+ sessions; two-tier pricing (Free/Pro) via Stripe.

Next.js 16 · TypeScript · Tailwind CSS · Supabase · Stripe · Framer Motion · Zustand

Statizen — Interactive statistical atlas of Azerbaijan

May 2026 · statizen.space

32 indicators across 10 chapters (economy, demography, labour, industry, agriculture, health, crime, transport, tourism, trade), sourced 1:1 from the State Statistical Committee, some series reaching back to 2000. Pick a region, pick an indicator, scrub the year. Three languages, light/dark mode, and any view is shareable as PNG, PDF, or native share via a URL that preserves region, indicator, year, language, and theme. Designed in Figma and shipped in 7 days with an AI coding agent, end-to-end.

Next.js 15 (static export) · TypeScript · Tailwind v4 · Framer Motion · Zustand · Python ETL

EDUCATION

UX/UI Design Bootcamp — Emotix School

2023

Figma Learn-approved programme, 320+ hours of practical coursework.

MSc Economic Development & Globalization — University of Groningen

2021 – 2022

Quantitative research methods; the analytical foundation for data-informed product decisions.

BSc Economics — Middle East Technical University

2016 – 2021

Honour student.

SKILLS & TOOLS

Design	UI/UX, visual design, mobile (iOS & Android), user flows, wireframing, prototyping, interaction design, information architecture, user research, usability testing, A/B testing, accessibility, responsive web
Systems	Atomic design, semantic tokens, Figma variables, Code Connect, developer handoff
Development	Next.js, React, TypeScript, Tailwind CSS, Framer Motion, Supabase, Stripe · Figma Plugin API · AI-assisted development (Claude Code)
Process	Figma, FigJam, Framer, Miro, Linear, Jira, Notion, Loom · Agile/Scrum, Kanban
Languages	English (C2) · Azerbaijani & Turkish (native)