

ANDREY GUROV

Product Designer | UX/UI Designer

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Work samples for Figma and Meta available by request (NDA)

SUMMARY

Designer with 14 years' experience leading product and UX strategy across enterprise, SaaS, and consumer platforms. I drive product improvement and business growth by shaping user experiences from initial concept to large-scale deployment. My work is grounded in data, systems thinking, and iterative collaboration with engineers, PMs, and business leaders—resulting in scalable solutions that endure. I'm recognized for tackling complex, high-stakes challenges and elevating standards for usability, accessibility, and design effectiveness across organizations—with the goal of creating products people truly love.

WORK EXPERIENCE

Product/Web Design and UX Consultant / *Self-Employed* / Oct 2024 – Sep 2025

Armada Protective Services: A full-cycle design lead role building an AI-powered platform for end-to-end website and social media content creation—including automated research, generation, and publishing.

- Designed the UX, user flows, and AI prompt architecture for a fully autonomous marketing agent developed in N8N, enabling cloud-independent, scalable content and research automation across all digital channels.
- Achieved a 320% increase in qualified inbound leads from search within 6 months of launch, positioning the company as a top-ranked provider recognized by ChatGPT, Google Gemini, and Perplexity.

Product Designer / *Figma, Remote CW* / Jan 2024 – Oct 2024

Suggest Auto Layout: Conceived, designed, and launched the AI-powered feature, enabling automatic conversion of static designs into fully responsive components within Figma.

- Led all product design and UX for Suggest Auto Layout: defined user scenarios and flows, designed invocation and feedback systems, collaborated with ML and engineering teams to ensure seamless, explainable AI-driven behavior, and curated/redesigned community source files for effective model training.

- Delivered a transformative workflow that increased designer productivity and quality by automating responsive layout generation for common and complex use cases—establishing a new standard for AI-driven design assistance in Figma.

Make Prototype (Magic Link): Led the end-to-end design of Figma's AI-powered feature for automating interactive prototype creation:

- Defined the product vision and streamlined UX for AI-generated interaction links, collaborating closely with ML, engineering, and QA to ensure explainability and performance. Created 600+ targeted prototypes for model training and evaluation.

First Draft: Led product design for Phase 1 of Figma's first generative AI tool for UI design:

- Developed a comprehensive component library and screen layouts used as training datasets for AI model. Established design patterns for AI-generated interface components.

Product Designer / Meta, San Francisco, CA / Mar 2022 - Apr 2023

DEI Analytics Suite: Led end-to-end design of Meta's first DEI analytics platform

- Developed intuitive interface, responsive Figma component system and interactive prototypes enabling managers to effectively track and visualize team-level DEI metrics and goals.
- Designed executive-level DEI Strategy Dashboard, providing comprehensive analytics across organizations and actionable insights for leadership.
- Collaborated with stakeholders to align dashboard functionality with Meta's strategic DEI initiatives.

Acquisition Management Platform: Architected design for Salesforce-integrated SaaS analytics platform streamlining Meta's acquisition process:

- Created role-specific interfaces for HR, Finance, and Compensation teams to manage office allocations and compensation packages.
- Achieved 80% reduction in process time through automated workflows and intuitive design
- Led user research and feedback sessions to optimize platform functionality across departments.

Product/Web Design and UX Consultant / Self-Employed / Dec 2020 - Mar 2022

Verizon Small Business Digital Ready: Executed a comprehensive UX audit and full-scale redesign.

- Identified and resolved critical UX barriers in registration/onboarding flow, resulting in 520% increase in successful user registrations and 210% growth in course participation
- Improved platform accessibility and user experience by implementing WCAG 2.1 guidelines, streamlining onboarding through data-driven analysis, and designing strategic features for user engagement and retention

Senior Web & Brand Designer / Bond Manufacturing, Antioch, CA / Oct 2016 - Oct 2020

- Streamlined digital content delivery and web services localization for [Stanley](#) and [Black & Decker](#) websites, resulting in a 36% decrease in customer support calls, a 17% increase in completed warranty forms, and a significant 78% reduction in customer requests for manuals and documentation.
- Spearheaded the development and implementation of an advanced digital marketing framework, including a comprehensive design system, email templates, and web services, resulting in increased brand recognition, a remarkable 620% growth in online sales, and an 800% expansion of social media communities within a year.

Art Director / Molecule Labs, Benicia, CA / Oct 2015 - Sep 2016

- Directed design and development of WordPress/WooCommerce websites generating \$500K+ monthly revenue
- Created comprehensive brand identities including logos, and digital marketing materials
- Led and managed design teams (2 packaging designers, 2 web developers) ensuring project deliverables
- Designed multi-platform marketing campaigns including web, print, and email campaigns.

SKILLS

Product Design | UX/UI Design | Interaction Design | Visual Design | Digital Marketing | System Design | Product Strategy | UX Research | User Research | Market Research | HCI | Product Ideation | Agile UX | Lean UX | Experience Mapping | Critical Thinking | User Journey | Usability Testing | Prototyping | Wireframes | Responsive Design | Design Systems | Data Visualization | Web/App Design | Mobile Design | Branding | SEO | Customer Experience | WordPress | CMS | HTML/CSS/JavaScript/React | AI Model Training and Tuning | Agentic AI

SOFTWARE PROFICIENCY

Design: Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Principle

Generative AI: ChatGPT, Perplexity, Claude AI, Ollama, ComfyUI, Flux AI, Ideogram, Krea

Motion Design / 3D Design / CAD: After Effects, Premier Pro | Fusion 360, Solidworks

Supporting Tools: Jira, N8N, Notion, Asana, Microsoft Office, Google Workspaces, Hotjar

OTHER SKILLS

Collaboration | Decision Making | Communication Skills | Leadership | Business Objectives |
Problem-solving | Remote Teams | Adaptability | Attention to details | Presentations | Infographics |
Motion Design | Typography | Photography | Videography | Marketing | 3D Printing | CAD Modeling

EDUCATION

- UX Design and Research Certification - CareerFoundry Bootcamp / 2020 - 2021
- Industrial and Product Design - DVC / 2018-2019
- Associate Degree in IT - Professional Lyceum #68, Kazan, Russia / 1996