Sergey Churumov

Head of Design / Lead Product Designer | Designing and Building with AI | B2B SaaS

Dubai, United Arab Emirates | churumov.s@gmail.com | +971 52 214 0174
Behance Portfolio | Dribbble | LinkedIn

SUMMARY

Hands-on Head of Design and Lead Product Designer with 12+ years in design, focused on complex B2B SaaS products, financial operations, and data-heavy workflows. Currently combining end-to-end product ownership with leadership of the MySky design team. Over the past year, rebuilt design delivery around AI: designers work directly in the codebase, an automated design review checks every change, and features go from design to working code with Claude Code. Strong in simplifying operational products, building scalable design systems, and using research and product analytics to improve measurable outcomes. Experienced in international cross-functional teams across web and mobile products.

SELECTED IMPACT

- Cut a typical design task from about 5 to 3–4 days across 8 products by introducing an AI-assisted delivery workflow that gives designers direct access to the codebase.
- Took a large charter-quoting module from design to working code in 9 days instead of several frontend sprints, using Claude Code with example screens, UI rules, and an automated design review.
- Increased successful task completion by 35% by clarifying auto-filled data and document validation in a core approval flow.
- Raised CSAT from 4.1 to 7.5/10 by redesigning a complex document modal around real user cases and clearer information hierarchy.
- Led product design across six new products and modules, including private jet booking, invoicing, payments, storage, and access control.
- Led an 18-month design system migration from MUI to shadcn/ui, delivering 50+ shared components, 9 company-specific components, and 60+ example screens.

EXPERIENCE

Head of Design (Hands-on Product Design Lead) | MySky
December 2023 - Present | Dubai, United Arab Emirates

- Own end-to-end product design across MySky Spend and several operational modules, from requirements and problem framing through UX/UI, handoff, development support, and final QA.
- Lead and mentor a design team of up to seven designers while remaining directly involved in three active product streams.
- Built an AI quality layer for the design system: example screens, written UI rules, and Claude Code skills that review every change; developers use it as design QA, and frontend runs it in CI.
- Built product analytics and feedback loops without a dedicated analyst, including GA4 events, funnels, custom metrics, CSAT surveys, and a Sentry Replay review process.
- Improved accessibility toward WCAG 2.1 AA through stronger contrast, typography, readability, keyboard-navigation checks, and AI-assisted audits before handoff.
- Strengthened design operations through clearer intake, briefs, documentation, reviews, workload planning, onboarding, performance reviews, design QA, and handoff routines.

Senior Product Designer | MySky
August 2021 - November 2023 | Dubai, United Arab Emirates

- Designed complex B2B workflows for private aviation across expense management, analytics, operational tools, and internal product modules.
- Created user flows, wireframes, journey maps, prototypes, and high-fidelity designs for web and mobile products in close partnership with product, engineering, operations, and business stakeholders.
- Designed customer and broker experiences for AirMobility across onboarding, first booking, flight tracking, post-purchase communication, and third-party booking constraints; the product now supports 36 flights per quarter.
- Initiated and led the refactoring of the company's design system, connecting a documented component library with front-end implementation.

EARLIER EXPERIENCE

UX/UI Designer | Baturin Group
April 2018 - August 2021 | Moscow, Russia

- Designed web services and mobile applications for product and client projects, covering user flows, wireframes, journey maps, interface concepts, and high-fidelity UI.
- Redesigned Rusprofile during its transition from an advertising model to SaaS/subscription; the service grew from 500k to 900k daily visitors and reached 50k+ paid users.
- Mentored designers and worked directly with clients, stakeholders, and cross-functional delivery teams. The Rusprofile project received a Tagline Award in the Internet Services category.

User Interface Designer / Graphic Designer | AdCombo
January 2016 - April 2018 | Volgograd, Russia

- Designed conversion-focused landing pages, banners, visual assets, and localized creatives for multiple countries and markets.
- Created and maintained an internal creative library, reducing the time required to adapt visual content across markets without additional design resources.

Earlier Experience | Ceris Design Studio / Laminoga
July 2013 - July 2015 | Volgograd, Russia

- Designed landing pages, native mobile applications, branding, logos, typography, color systems, and print materials.

SKILLS

Product Design: End-to-end Product Design, UX/UI Design, Interaction Design, Information Architecture, Complex Workflows, User Flows, Wireframing, Prototyping, Web and Mobile Products, Responsive Design

Research & Analytics: User Interviews, Usability Testing, Surveys, Journey Mapping, Heuristic Evaluation, Product Analytics, GA4, Funnels, CSAT, Sentry Replay

Design Systems: Design Tokens, Component Libraries, shadcn/ui, MUI, Storybook, Documentation, Design QA, Accessibility, WCAG 2.1

Leadership: Team Leadership, Mentoring, Hiring, Onboarding, 1:1s, Performance Reviews, Workload Planning, Design Operations, Stakeholder Management, Cross-functional Collaboration

AI & Prototyping: Claude Code, Claude, ChatGPT, Cursor, Figma MCP, Magnific (image generation), Coded Prototypes, AI Design Review, Context and Prompt Engineering, Git

Tools: Figma, FigJam, Notion, GA4, Sentry Replay, Storybook, ProtoPie, Adobe Creative Suite, HTML/CSS

LANGUAGES

English: Professional working proficiency (B2)
Russian: Native

EDUCATION

Bachelor's Degree in Design, Synergy University - in progress

Diploma in Architecture, Minor in Landscape Architecture - Moscow State University of Humanities and Economics, Volgograd Branch, 2014
UK equivalency: Higher National Diploma (HND)