Sati Tashibayeva

Senior Product Designer | AI-Powered Products, Complex Platforms & Cross-Platform UX
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SUMMARY

Senior Product Designer with 10+ years of experience designing complex products across mobile, web, and desktop at Google, Indeed, Lucid Motors, FromAtoB, and Wargaming. Leads end-to-end design from research and framing through shipped UI, including a 0-to-1 AI-powered resume tailoring experience built with ML engineers and shipped to production, and Lucid's companion mobile products and in-vehicle interfaces tested inside the car. Systems thinker who maps end-to-end journeys across physical and digital touchpoints, prototypes with AI-assisted tools and works in HTML, CSS, and code-based prototypes, partners closely with PMs and engineers, mentors designers, and presents and defends design decisions with leadership. Red Dot Design Award recipient.

SKILLS

Mobile & Cross-Platform Product Design (iOS, Android, Web, Desktop) | AI-Powered Product Design | AI-Assisted Prototyping (Claude Code, Google AI Studio, Gemini) | Interaction Design | Systems Thinking & End-to-End Journey Mapping | User Research | Field Research & Competitive Analysis | Usability Testing | Figma | HTML/CSS & Code-Based Prototyping | Design Systems & UX Patterns | Complex Workflows | Dashboards & Internal Tools | Cross-Functional Collaboration | Mentorship | Accessibility & Inclusive Design

EXPERIENCE

GOOGLE - User Experience Designer (Contract) | April 2025 - July 2026

- Created high-fidelity prototypes and workflow simulations, building early prototypes in Google AI Studio and using Gemini and other tools in the Google AI ecosystem to rapidly explore, test, and communicate new concepts and complex interaction behavior.
- Designed the migration of Local Services Ads into the Google Ads ecosystem across 300+ screens, translating complex technical and business requirements across advertiser onboarding, lead management, campaign settings, and account workflows into intuitive product experiences.
- In alpha testing, cut task completion time 73% (45 to 12 seconds) by removing manual search steps, reduced category errors from 12% to 0.5% using verified Google data, and raised user trust ratings from 3.5 to 4.2 out of 5.
- Partnered closely with Product and Engineering from early exploration through implementation, defining interaction models, resolving complex edge cases, and delivering detailed designs and specifications for engineering handoff.
- Presented design direction to leadership, securing approval for the Google Ads migration and kicking off engineering work; mentored designers.
- Defined reusable UX patterns and interaction standards across GLS advertiser experiences, improving consistency and scalability across a complex product ecosystem.
- Conducted field research and competitive analysis to inform design direction.

INDEED - Senior User Experience Designer | October 2022 - August 2024

- Led a 0-to-1 AI-powered resume tailoring experience from early concept exploration through high-fidelity interaction design and prototyping, partnering with ML engineers to define how users interact with AI-generated recommendations, including accept and reject controls, visibility into what the AI changed, and handling of wrong suggestions. Shipped to production on Resume.com, raising resume-to-job overlap from 4% to 20% (5x) and relevant attributes extracted by 75%; earned 3 internal hackathon awards.
- Led end-to-end redesign of Profile privacy controls across mobile and desktop web for a global consumer marketplace with 144M non-resume profiles, using progressive disclosure to simplify complex privacy decisions while preserving user control; contributed to a 20% increase in privacy adoption and 18% increase in employer coverage.
- Presented the redesign vision and privacy control improvements to leadership and secured approval to proceed; mentored designers.
- Mapped end-to-end user flows and conducted and synthesized field research, competitive analysis, user research, usability testing, and product data to uncover user needs, validate concepts, and iteratively improve design direction.
- Served as one of eight accessibility representatives across the organization, initiating accessibility research and partnering with Engineering to improve Profile accessibility toward 80% WCAG AAA compliance.

LUCID MOTORS - Senior User Experience Designer | March 2021 - September 2022

- Designed 0-to-1 experiences across in-vehicle interfaces and companion mobile products, including Apple CarPlay, Android Auto, and ADAS visualization, translating complex technical capabilities into intuitive interactions across connected surfaces.
- Built in-vehicle prototypes and tested them inside the car and a test vehicle at Lucid.
- Mapped end-to-end customer journeys across physical and digital touchpoints, including how to attach a trailer to the Lucid Gravity and how the system responds to the physical attachment.
- Partnered closely with Engineering and Product from concept exploration through implementation, balancing user needs, technical constraints, accessibility, safety, and interaction quality.
- Designed a 0-to-1 internal ADAS dashboard that lets Lucid's engineers monitor incidents and track vehicle issues.
- Conducted qualitative field research, competitive analysis, and usability testing, synthesizing findings into interaction models, product recommendations, and iterative design improvements.
- Led Lucid's Digital Help Center from concept through execution, creating a scalable self-service experience that reduced operational burden: 35% fewer owner support requests and $400K+ in projected annual operational savings.

FROMATOB - Senior Product Designer | July 2019 - August 2020

- Led end-to-end product design across desktop web, iOS, and Android, from early discovery and concept exploration through prototyping and implementation.
- Drove a redesign that increased conversion by 40% and created a reusable cross-platform design system to improve consistency and design quality, contributing to a Red Dot Design Award.

WARGAMING - Product Designer | August 2014 - June 2019

- Designed consumer-facing mobile and desktop experiences for World of Tanks Blitz and Wargaming's global product ecosystem, owning interaction and visual design across navigation, discovery, engagement, and promotional experiences.
- Collaborated with multidisciplinary teams to evolve experiences for a large global consumer audience while maintaining consistency and quality across product surfaces.

ACCOMPLISHMENTS

- Red Dot Design Award recipient; 23 international design awards total.
- Jury member for 6 international design awards.

EDUCATION

Stanford University, Continuing Studies - Digital Marketing: Strategy and Impact
Almaty Technological University - BFA, Graphic Design