Sati Tashibayeva

Senior Product Designer | AI-Powered Products & Complex Systems
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SUMMARY

Senior Product Designer with 10+ years turning complex systems and AI capabilities into products people trust, at Google, Indeed, and Lucid Motors. At Indeed, led a 0-to-1 AI resume tailoring experience with ML engineers, from hackathon concept to production, and redesigned it around human-in-the-loop review when early outputs went wrong. At Google, simplified the migration of Local Services Ads into Google Ads by replacing a manual step with verified data, cutting task time 73%. Works from ambiguous problem to shipped product: field research, systems thinking, prototyping in Figma, code, and AI tools (Google AI Studio, Gemini), and presenting direction that wins leadership approval. Mentors designers. Red Dot Design Award recipient.

SKILLS

AI-Powered Product Design | Human-in-the-Loop & Trust Design | AI Error Handling & Recovery | Complex Systems & Workflows | 0-to-1 Product Design | Interaction Design | Visual Design | Systems Thinking | Design Systems & UX Patterns | Prototyping (Figma, HTML/CSS, Google AI Studio) | User & Field Research | Usability Testing | Data-Informed Design | Accessibility & Inclusive Design | Cross-Platform UX (Mobile, Web, Desktop) | Leadership Presentations | Mentorship | Cross-Functional Collaboration

EXPERIENCE

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

- Led end-to-end design for migrating Google Local Services Ads into the Google Ads ecosystem, simplifying flows and screens across advertiser onboarding, lead management, campaign settings, and account workflows.
- Instead of carrying the old manual category search into the migration, proposed removing it and pre-filling verified categories from Google Business Profile after confirming feasibility with Engineering. In alpha testing, task time dropped 73% (45 to 12 seconds), category errors fell from 12% to 0.5%, and user trust rose from 3.5 to 4.2 out of 5.
- Built early prototypes with Google AI Studio and Gemini, plus high-fidelity prototypes and workflow simulations, to explore and test complex interaction behavior; prototyped a north-star vision for simpler advertiser updates to ad metrics and budget.
- Defined reusable UX patterns and interaction standards across Local Services advertiser experiences, and resolved complex edge cases with detailed specifications for engineering handoff.
- Presented design direction to leadership, securing approval for the Google Ads migration and kicking off engineering work; mentored designers.

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

- Led a 0-to-1 AI-powered resume tailoring experience, from hackathon concept to Resume.com and now a beta on Indeed, partnering with ML engineers. When the first one-click version merged unrelated job details, redesigned it around human-in-the-loop review: showing what the AI changed, accept/reject controls, and clear recovery from wrong suggestions.
- Made the resume-to-job match 5x stronger and surfaced more relevant skills from each resume; earned 3 internal hackathon awards.
- Led the end-to-end redesign of Profile privacy controls across mobile and desktop web for a global marketplace with 144M non-resume profiles, using progressive disclosure to simplify complex privacy decisions; contributed to a 20% increase in privacy adoption and an 18% increase in employer coverage.
- Presented the redesign vision and privacy control improvements to leadership and secured approval; mentored designers.
- Served as one of eight accessibility representatives across the organization, partnering with Engineering to improve Profile accessibility toward 80% WCAG AAA compliance.

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

- Designed a 0-to-1 internal ADAS dashboard that let engineers monitor incidents and track vehicle issues, turning dense technical data into a usable tool.

- Led Lucid's Digital Help Center (owner's manual) from concept to launch, a self-service experience that cut owner support requests 35%, made information discovery 3x faster, and is projected to save $400K+ a year in operations.
- Mapped end-to-end journeys across connected systems, such as trailer attachment on Lucid Gravity and how the vehicle responds; built and tested prototypes inside test vehicles.
- Designed 0-to-1 in-vehicle and companion mobile experiences, including Apple CarPlay, Android Auto, and ADAS visualization, balancing user needs, technical constraints, safety, and accessibility.
- Conducted field research, competitive analysis, and usability testing, synthesizing findings into interaction models and product recommendations.

FROMATOB - Senior Product Designer | July 2019 - August 2020

- Led a from-scratch redesign across desktop web, iOS, and Android, from discovery through prototyping and implementation, increasing conversion by 40%.
- Created the cross-platform design system behind it; the work earned 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 audience while keeping quality consistent across 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