

Staff Product Designer / DesignOps Architect

Telegram	@bogertov
Email	xenearz@gmail.com
Portfolio	pavlyuchik.ru
Location	Russia, Krasnodar

About Me

12+ years of experience designing large-scale digital platforms, enterprise design systems, DevTools, and AI interfaces. I specialize at the intersection of product design, design system architecture, and front-end engineering: building end-to-end contribution workflows and DesignOps, writing plugins and automations in TypeScript and Python, and scaling products without sacrificing quality.



MTS

Lead / Senior Product Designer (Design System)

May 2025 – Present

Architecture, processes, and infrastructure of a platform-wide design system ecosystem

- Scale and tokenization: Designed and implemented the architecture of a unified design system and a design token system for 100+ product teams, synchronizing UI components with front-end development.
- Automation and DesignOps: Developed a Telegram bot (Python/aiogram) with semantic search across components and documentation, reducing design system team inquiries by 30% and ensuring an SLA response time of 30 minutes.
- Custom tooling: Built a stack of Figma plugins in TypeScript/JavaScript to speed up designers' routine tasks; automated a library of 900+ icons (card generation, semantic sorting via Python scripts), unblocking a project that had been stalled for 3 months.
- Governance and community: Established an end-to-end Discovery and Delivery cycle for components, introduced design and code review guidelines for product teams, and onboarding processes for designers.



ICONS8

Senior Product Designer / Product Owner (Lunacy)

June 2020 – May 2025 (5 years)

Transformation of the cross-platform graphic editor Lunacy

- Growth to 1.5M MAU: Developed and executed a product strategy for transforming a Sketch viewer into a full-featured graphic editor; applied JTBD research to redesign critical workflows for canvas and assets.
- Human-AI interfaces: Designed the UX/UI of the first built-in generative AI tools in the editor (Background Remover, Face Swapper, Illustration Generator).
- System architecture: Created and scaled the editor's design system and a comprehensive component library, reducing the time to design and ship new features.
- Delivery: Led the full product development cycle from Discovery and interactive prototyping to final production release.



PINTOPAY

Senior Product Designer (Contract)

January 2023 – January 2024 (1 year 1 month)

Crypto fintech platform for cross-border payments

- Built the design system architecture and component library for a fintech service from scratch, covering web and mobile platforms.
- Designed end-to-end onboarding flows, crypto wallet management, and physical payment card issuance scenarios.

Early Experience



IT-FACE

Product Designer

2014 – 2020 (6 years)

Interface design for PropTech, mobile applications, AR services, and high-load interactive dashboards.



PR-VOLGA

UI/UX Designer

2016–2020 (4 years)

Designing e-commerce platforms and customizable commercial UI builders.

Skills & Stack

Design Systems & Ops

Design system architecture, Design Tokens, Governance & Contribution, DesignOps, Design Review, Design QA, a11y, component libraries.

Product & Research

JTBD, Discovery & Delivery, Human-AI Interaction, User Research, Customer Journey, product metrics, Information Architecture

Engineering & Automation

- Tools: Figma (Tokens, Variables, Auto Layout), Lunacy.
- Code: TypeScript, JavaScript (Figma Plugin API), Python (automation scripts, aiogram, Telegram Bots), Git.
- AI stack: ComfyUI, Ollama, Claude Code, Cursor, Prompt Engineering.

Education

South Russian State University of Economics and Service | 2014

Information Technology

Volgograd Technological College | 2012

Software Engineering for Computing and Automated Systems