



Dmitrii Tuvakov

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18+ years

in digital
product design

Up to 20

specialists in cross-
functional project teams

500k+

users across product
ecosystems

83 countries

covered by international
projects

About Me

Head of Design and Product Designer with 18+ years of experience in digital products. I design digital products, build design processes, and lead design teams while remaining a hands-on designer. I specialize in launching and scaling complex digital products in high-uncertainty environments by quickly understanding business domains, designing UX/UI, building product architecture, evolving design systems, and taking products from concept to production. My experience spans fintech, trading, crypto, e-commerce, manufacturing, event-tech, and educational products. I have led teams of up to 20 designers, built scalable design processes, and mentored Junior and Middle designers while personally designing key product experiences, visual concepts, and solving complex product and UX challenges.

Product Design

UX Architecture

UX/UI Design

Product Discovery

Product Strategy

Design Systems

Design Leadership

Team Management

Zero-to-One Products

Cross-functional Collaboration

Stakeholder Management

AI-assisted Design Workflows

End-to-End Product Development

Core Tools & AI

Figma

Adobe Photoshop

Adobe Illustrator

ChatGPT

Claude

Midjourney

Nanobanana

Seedreams

Experience

NEOMAAA

Head of Design / Product Design Lead

2024 – Present

International fintech and proprietary trading ecosystem operating across 83+ countries and serving over 100,000 users. The ecosystem includes proprietary trading, cryptocurrency products, brokerage services, an educational platform, media, and offline events.

- Built the company's design function from the ground up, establishing visual systems, websites, product interfaces, presentations, social media assets, and event materials.
- Defined the core visual identity of the brand and continuously evolved it to support rapidly changing business priorities through multiple rebrands and design system updates.
- Designed UX/UI across the company's product ecosystem, including websites, landing pages, CRM and internal tools, educational platforms, prop trading products, brokerage services, and dedicated trading solutions.
- Contributed to the launch of new business directions, including prop trading challenges, futures, crypto trading, brokerage services, educational platforms, YouTube content, podcasts, live events, and content-driven products.
- Worked in highly ambiguous environments with incomplete requirements, collaborating directly with founders, copywriters, and cross-functional teams to transform business ideas into structured product architecture and user flows.
- Led a team of up to eight designers, assigned work, conducted design reviews, mentored Junior and Middle designers, and maintained design quality across both product and marketing initiatives.
- Managed design support for international events across Latin America, producing speaker presentations, venue branding, marketing materials, and visual communications.
- Oversaw high-volume content production, including 2,000+ social media creatives, dozens of presentations, YouTube assets, podcast visuals, and product marketing materials.

Key Achievements

- Contributed to the growth of a product ecosystem serving approximately 100,000 users across 83 countries.
- Worked on media products including a 13.5K+ subscriber YouTube channel, a 7K-member Discord community, and an Instagram audience of approximately 20K followers.
- Mentored multiple Junior and Middle designers, helping them become fully independent contributors.

GSI Global Team Design Lead

2022 – 2024

International full-service event agency specializing in large-scale events, exhibition stands, merchandise, presentations, venue branding, and visual production.

- Led the visual direction of international events, coordinating designers, illustrators, layout specialists, 3D artists, developers, and external contractors.
- Designed presentations, venue branding, exhibition stands, merchandise, printed materials, and complete visual systems for large-scale events.
- Delivered projects for 1win, Sber, Kaspersky, G-Fest, ACA, and other international clients.
- Contributed to the production of major international events, including a large-scale project in Dubai attended by up to 9,000 participants, involving extensive sponsor branding and event collateral.
- Developed presentation materials for government and financial organizations, including digital currency presentations for the Central Banks of Libya and the UAE.

Key Achievements

- Coordinated cross-functional teams of up to 20 specialists under tight deadlines and evolving project requirements.
- Contributed to international events with budgets of up to \$1M and audiences of up to 9,000 attendees.

Steklo24 Product Designer

2021 – 2022

One of Moscow's leading manufacturers of custom glass and mirror products.

- Designed a complex B2B/B2C platform for ordering custom glass products with multiple user roles, including customers, managers, interior designers, contractors, and on-site surveyors.
- Immersed myself in the manufacturing process, studying production equipment, cutting technologies, material limitations, beveling, glass thickness, logistics, and installation workflows.
- Designed end-to-end user journeys covering product configuration, pricing calculations, technical drawings, manager workflows, and tablet-optimized tools for field surveyors.
- Developed the company's digital identity, including its website, product interfaces, brand materials, social media assets, and marketing collateral.

Key Achievements

Designed the architecture of a complex digital platform combining e-commerce, manufacturing logic, pricing calculations, field measurements, and internal production workflows.

Qubit Lead Designer

2020 – 2021

International fintech/crypto platform with over 500,000 users and a network of approximately 50 offices worldwide.

- Led the company's design function, overseeing every brand touchpoint across digital products, websites, marketing, events, merchandise, and internal communications.
- Coordinated a team of designers, distributed workloads, defined visual direction, and maintained design quality across all initiatives.
- Designed websites, presentations, social media content, advertising materials, international conference branding, offline events, and educational programs, including Basecamp.
- Produced visual assets for an international network of offices, adapting selected materials into 16+ languages.

Key Achievements

- Maintained a consistent visual identity across all company channels, from digital products to large-scale offline events.
- Delivered visual communications for a product reaching over 500,000 users.
- Adapted materials for an international network of offices into 16+ languages.
- Contributed to events attended by up to 2,000 participants.
- Supported visual communications for a business with a reported annual turnover exceeding \$1.2B.

SEOSINTEZ Senior Web Designer / Head of Design

2013 – 2020

Full-service digital agency specializing in websites, landing pages, prototyping, digital design, and online marketing.

- Designed hundreds of websites, landing pages, and digital marketing assets for clients across a wide range of industries.
- Worked directly with clients, transforming limited business requirements into visual concepts and production-ready digital products.
- Collaborated closely with developers, front-end engineers, marketers, and project managers throughout the entire product lifecycle.

Independent Product & Digital Designer

2008 – 2013

Worked independently with clients during the early stage of my career.

- Delivered end-to-end design projects, from discovery and concept development to final delivery.
- Designed websites, printed materials, marketing assets, and visual identities.
- Built a strong foundation in project ownership, client communication, and production workflows.

Languages & Education

Russian – Native

English – Intermediate (technical documentation, written communication, and everyday meetings)

Education: ITMO University Optical Engineering (incomplete higher education)