

EMIN YUSIFOV

Senior Product Designer — product · UX · brand, and ships live AI products

Madrid, Spain · Remote · hello@eminyusifov.com · +34 695 145 003

eminyusifov.com · behance.net/eminyusifov · linkedin.com/in/emin-yusifov

20 years designing products and brands — from Coca-Cola and Mastercard to fintech and media apps shipped to market. Most of my work is repeat business: clients come back across years and new projects. I also build and ship my own AI-powered products end-to-end (“vibecoding”) — directing AI tooling, testing and QA — so I design like someone who has to make it actually ship.

NOW — BUILDING MY OWN AI PRODUCTS

Independent

present

AI product building & design — vibecoding

- I take ideas from interactive Figma prototypes to live, tested products by directing AI tooling end-to-end — product direction, prompting, QA, real-world testing (real notifications, live data) — and own the design & branding
- Customer discovery, user research & A/B testing on my own products — salon-owner interviews (citameya); price experiment \$19 vs \$24 with sticky server-side splits and a public results dashboard (expatly)
- citameya.com — booking platform for service pros (live) · expatly.app — relocation & legal advisory for digital nomads
- oyunbot.vercel.app — live game bot · IQ30 — autonomous AI trading bot: RL (Q-Learning/DQN) + local LLMs (Gemma vision, Qwen2.5) reading charts, 56+ strategies, 4,800+ real trades logged
- birgun.az, chapet.az — in active development

EXPERIENCE

Global Management Solutions

2021 – 2026

Product Designer → Design Lead

- Designed and built rahatapp delivery ecosystem end-to-end in 6 months — customer, store and courier apps, ERP, CRM, branding
- Redesigned baku.tv (news + live TV) and oxu.az mobile — +20% cross-platform traffic
- Shipped voicer.az (AI voice product); rolled AI tooling across newsroom workflows; led and mentored the design team across 5+ concurrent products

D-Tech

2022 – 2025

Lead Designer

- 4 products end-to-end, 1,000+ screens: Joel (jewelry trading platform — branding to CRM/ERP/apps, 500+), Wasp (ISO-compliant contractor CRM, 300+), Krepp (fintech lending, live on App Store + Google Play), Twelfy (game, live on both stores — UI, animations & microinteractions)

Pasha Bank

2018 – 2019

UX/UI

- Migrated the bank's core flows (onboarding, payroll, payments, reporting) to a modern stack — 100+ screens; drove Sketch→Figma migration (300+ components) and the design system; user research with 10+ users per workstream — interviews, usability testing; delivered interactive prototypes and specs to dev teams

Agencies & product teams

2016 – 2021

Art Director / Creative Director / UX/UI — Exlibris, Peachline, BMC/Maverick, Kuba, Baku 360, eManat

- Brand identity & campaigns (Gilan Holding tender win, Azericell), editorial, first AR airport wayfinding in Azerbaijan (GYD), nationwide payment-terminal UX (eManat)

McCann Baku (IPG network)

2010 – 2015

Designer → Art Director

- Grew Designer → Art Director over 6 years at a top-5 global network; served 15+ brands (Coca-Cola, Unilever, Ferrero-Rocher, Sprite, Bakcell)
- Coca-Cola School Cup — 10,000+ participants, 50+ OOH formats, client renewed 3 consecutive years; art-directed AIBA World Boxing Championship branding

REPEAT BUSINESS — CLIENTS WHO COME BACK

Exlibris — recurring since 2014 (craft food producers → launch of a new local electrical-equipment brand → investment firms). **D-Tech** — since 2022 (Joel, Wasp, Twelfy, 2–3 yrs each). **McCann** — Coca-Cola, Unilever, Ferrero-Rocher and others across 6 years. Plus agencies and private clients re-hired for new projects.

SKILLS

Design: Product Design · Design Systems · User Research · A/B Testing · UI · Interactive Prototyping (Figma) · Microinteractions & Motion · Brand

Vibecoding: ships live products by directing AI tooling — product direction, customer discovery, prototyping, A/B experiments, QA. Products built with React (web), Python, local LLMs (Gemma, Qwen2.5), Tesseract OCR.

Tools: Figma (design · interactive prototyping) · After Effects · Cinema 4D · Photoshop / Illustrator / InDesign

Leadership: Team management (up to 5) · Mentoring & hiring · Multi-project delivery

LANGUAGES & RECOGNITION

Russian (native) · English (B1, improving) · Turkish · Spanish (learning) · NETTY Expert & Juror (2021 – present) · NETTY 2008 Winner