Mustafa Myrza

Senior Product Designer

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SUMMARY

Senior product designer with 5 years across B2B SaaS, fintech, proptech and edtech. I work from research to delivery and care most about outcomes: a mortgage flow that raised funded transactions by **35%** and added about **$4M** a month in approved mortgages, a filter redesign **54%** of users engaged with, a broken document flow fixed at its root. I work both in small teams where I own everything and alongside engineers, PMs and analysts, and I use Claude Code regularly to prototype and iterate on ideas faster.

EXPERIENCE

Senior Product Designer · BI Group — Mar 2025 – Present

Kazakhstan's largest property developer: marketplace and mortgage products in-house.

- Sole designer on an online mortgage brokerage built on pre-scoring API discovery, turning a dense underwriting process into a guided flow and removing the bank rejection loop. In the first 28 days funded transactions rose **35%** and approved mortgages grew by about **$4M** a month; buyers who abandoned the application fell from **1 in 3** to **1 in 10**.
- Designed an interactive 3D site plan for choosing a flat, plus the markup tool colleagues use to add developments. Tested it with a colleague against the existing listing page, two groups of six; a month after launch **all six** agents said it shortens a client consultation.
- Redesigned the mobile apartment filter experience based on card sorting research; the chip-based filter bar reached **54.43%** engagement across **118k** unique users.
- Designed and built with AI an internal tool for the growth team's experiments, replacing a Trello board of **1,432** cards. In use since October 2026; no results measured yet.
- Identified friction across the marketplace funnel through user interviews, surveys and A/B testing, and ran growth experiments from listing view through application submission.
- Cut prototyping time by up to **60%** using Claude Code to generate functional React/CSS components from designs.
- Contributing to the design system (tokens, components, usage guidelines), increasing UI consistency across web and mobile.

Co-founder, Product Designer · Sero: Focus & App Blocker — Sep 2025 – Present

iOS app, live on the App Store.

- App blocker built around restraint instead of guilt. Lead product and design: positioning, onboarding, paywall and pricing, and App Store presence. About **400** people open it every day.

Product Designer · Documentolog — Oct 2023 – Mar 2025

B2B SaaS document management platform serving 1.2M users.

- Designed document workflow, search and approval flows across B2B, B2C and B2G product lines, including internal tools.
- Redesigned the e-signature flow, unifying creation, signing and delivery into a single guided stepper, reducing user failures by **18.8%** and increasing documents sent by **14%**.
- Designed an AI chatbot covering the 12 most common support scenarios, reducing external support contacts by **23%** within two quarters and improving manager NPS by **70%**.
- Contributed to the design system (tokens, components, usage guidelines), increasing UI consistency and speeding design-to-dev handoff.
- Validated concepts via usability tests (n=12–15 per round) before development handoff.

Product Designer · CACG — Aug 2023 – Oct 2023

- Designed the core training experience for a VR investigation simulator used to train new investigators in crime scene procedure and evidence handling.

Product Designer · Freelance: Alias Q & Paperlab Feb 2023 – Aug 2023

- Co-founded and shipped Alias Q, a party word-game app for iOS. Reached **#1 overall** on the Kazakhstan App Store, held for 3–4 days, with **10k+** downloads in the first week. Owned product design end to end (concept, game flows, UI system, App Store assets), working directly with the developer through build and launch.
- Designed Paperlab, a platform where users get paid to take surveys. Designed both sides: the builder brands use to create surveys, and the respondent experience from survey discovery through payout.

Product Designer · INN LAB Feb 2022 – Feb 2023

Part-time product studio.

- Designed e-commerce, social, edtech and ride-hailing apps from concept through launch, working directly with mobile, backend and frontend teams.
- Simplified complex user flows, reducing time-to-complete by **~22%** across primary scenarios.

Product Designer · SmarTestPrep Mar 2021 – Feb 2022

Early-stage startup: exam prep and university applications (IELTS, SAT, essays).

- Sole designer. Joined shortly after first investment and designed the MVP from concept through handoff: visual language, core flows and component library.
- Redesigned the learning experience: lesson completion **+32%**, daily active usage **+21%**, time to first completed test **−28%**.
- Designed adaptive practice and progress-tracking interfaces, improving student retention by **19%**.

SKILLS

Design UX/UI · Interaction design · Design systems · User flows · Prototyping · Usability testing · User research · A/B testing · Behavioural design

Tools Figma · FigJam · Maze · Hotjar · Claude Code · AI-assisted prototyping (React/CSS)

Process Double Diamond · Jobs-to-be-Done · Agile/Scrum · Design-dev handoff · Research synthesis

LANGUAGES

English C1 · Kazakh and Russian, native · Turkish, professional working

EDUCATION

Master's Degree in Mathematics · Shymkent University, Kazakhstan 2022 – 2024

Bachelor's Degree in Computer Engineering · Shymkent University, Kazakhstan 2019 – 2022

CERTIFICATIONS

The Fundamentals of Digital Marketing, Google