

Yaroslav Druzhinin

Design Systems / Product Strategy / Design Leadership

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Senior / Lead Product Designer with 17+ years across product design, UI/UX, design systems and digital production. Leads distributed design teams and turns fragmented workflows into scalable systems for multi-brand products. Experienced in end-to-end product design, token architecture, cross-functional delivery, usability research and AI-assisted prototyping.

17+

YEARS ACROSS PRODUCT, UI/UX AND DIGITAL DESIGN

16-PERSON

DESIGN TEAM LEADERSHIP AND DEVELOPMENT

MULTI-BRAND

DESIGN SYSTEMS AND WHITE-LABEL PRODUCTS

EXPERIENCE

Designer Team Lead / SOFTSWISS

May 2025 - Present

- Scaled a multidisciplinary design team from 6 to 16 within 12 months, establishing clearer ownership, mentoring and delivery practices.
- Enabled an 8-designer team to deliver 8 projects per month; a standardized setup workflow and token-based system cut delivery time by approximately 50% and reduced rework.
- Rolled out AI-assisted workflows across the full design team, reducing time spent on repeatable tasks by approximately 50% while connecting Figma, configuration and implementation more closely.

Senior / Lead UI Designer / Playrix

Sep 2023 - Nov 2024

- Designed and shipped 3 mini-games, alongside new features, seasonal events and tournament systems for Homescapes and Fishdom.
- Partnered with game designers, artists and technical design teams to translate game mechanics into clear, production-ready UI.
- Owned product documentation and design guides to support consistent implementation.

Designer Team Lead, Creative / Yakim Interactive LTD

Mar 2023 - Sep 2023

- Led a 6-person creative team producing performance marketing concepts for a card game; mentored designers and synchronized delivery workflows.
- Aligned creative work with development, monetization and product teams, and reviewed campaign performance to guide iteration.

Product Designer / Brain Rocket

Jul 2021 - Mar 2023

- Delivered end-to-end UI/UX for YoYo Casino, a 200+ screen product that reached #34 in the App Store Casino category.
- Designed responsive casino interfaces and supported UX research and testing for Posido.
- Created product UI, gamification and character design for original concepts including Cash Crab and Slots Palace.

EARLIER EXPERIENCE

Senior Designer, Creative / Volka Games

Mar 2019 - May 2021

- Produced marketing art and store graphics for Google Play and the App Store, combining market research, concept development and video graphics.
- Contributed visual analysis and production craft across a high-volume creative pipeline.

Designer, Creative / Playrix

Aug 2017 - Feb 2019

- Created 2D advertising graphics including isometric objects, character work and UI elements.
- Contributed to visual style development and production workflow improvements.

CORE SKILLS AND ATS KEYWORDS

PRODUCT	Product strategy, discovery, user flows, information architecture, wireframing, prototyping, responsive product design, UX research, usability testing
SYSTEMS	Design systems, design tokens, Figma Variables, component libraries, documentation, design governance, white-label theming
LEADERSHIP	Team building, hiring, mentoring, design critique, DesignOps, process design, stakeholder alignment, cross-functional delivery
AI WORKFLOWS	Claude, Claude Code, Cursor, Figma MCP, ComfyUI, AI-assisted prototyping, system audits and documentation
TOOLS	Figma, Photoshop, Blender, ZBrush, Cursor, Claude Code

EDUCATION

2026	AI Coding for Designers; AI Design Systems; AI Agents in Figma with Claude Code	academy memorisely
2024	UX/UI for Gaming	ELVTR School
2023	Team Management	Laba
2021-2023	Figma, Product Design	SKVOT
2017 / 2019	2D / 3D Graphics	Skills Up School
2004-2008	Graphic Designer, Diploma	Sverdlovsk Art College

SELECTED PRODUCT EVIDENCE

01 Scalable white-label platform: system architecture spanning design tokens, responsive composition, configuration and delivery across distinct casino brands.

02 Design leadership: team building, hiring, mentoring and a repeatable setup workflow designed around real production constraints.

03 AI-assisted production: deliberate use of Claude Code, Cursor, Figma MCP and ComfyUI for prototypes, system audits and repeatable creative workflows.

Full case studies: yaroslav-druzhinin.netlify.app/#work