

YAROSLAV DRUZHININ

Designer Lead / Product Designer

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SUMMARY

Designer Lead / Product Designer with 17+ years of experience across product design, visual craft, design systems, white-label platforms, and team leadership. Builds scalable product experiences from research and interaction design through delivery, while developing teams, operating models, and AI-assisted workflows. Experienced in regulated gaming, casino platforms, mobile games, and multi-brand product ecosystems.

CAREER HIGHLIGHTS

17+ years of experience
Experience leading design teams of 16+ people
Multi-brand product systems

CORE SKILLS

Product strategy; UX and interaction design; visual and interface design; prototyping; design systems and tokens; white-label platforms; user research; usability testing; cross-functional delivery; design leadership; hiring, onboarding, 1:1s and PDPs; AI-assisted design workflows.

PROFESSIONAL EXPERIENCE

SOFTSWISS | Design Team Lead / Lead Product Designer

May 2025–Aug 2026

- Lead a product design team of up to 16 people across hiring, onboarding, 1:1s, performance reviews, PDPs, workload planning, budgets, subscriptions, and equipment.
- Standardized the end-to-end client setup pipeline across multiple casino brands, aligning Design, Product, Frontend, and business stakeholders.
- Built a white-label design system with shared visual language, components, variables, design tokens, templates, and migration rules for distinct casino brands.
- Expanded the team's work from setup delivery into platform features and reusable engagement modules, including promotions, jackpots, lotteries, wheels, lootboxes, and high-stakes offers.
- Introduced AI-assisted workflows using Claude, ChatGPT, Codex, Cursor, and ComfyUI for prototyping, Figma work, graphics generation, documentation, and internal workshops.

PLAYRIX | Senior / Lead UI/UX Designer

Sep 2023–Nov 2024

- Led UI/UX design for mobile-game features, events, and tournaments in close collaboration with game design, product, art, development, and analytics.
- Shipped three competitive mini-games and created reusable documentation and UI guidance to support consistent implementation.
- Reviewed product flows and visual execution, balancing player clarity, production constraints, and live-operations needs.

YAKIM | Design Team Lead (Creative) / Lead Designer (Creative)

Mar 2023–Sep 2023

- Led a six-person creative team, improving briefs, reviews, delivery workflows, and collaboration with development, monetization, and product.
- Set visual direction and quality standards across product and marketing assets while keeping delivery predictable.

BRAINROCKET | Product Designer

Jul 2021–Mar 2023

- Designed more than 200 responsive product screens for YoYo Casino and supported feature work across multiple casino products.
- Combined product analysis, UX scenarios, prototyping, usability testing, and visual design for onboarding, retention, and gameplay-related journeys.
- Worked cross-functionally with Product, Frontend, Analytics, and business stakeholders to turn requirements into delivered interfaces.

PROFESSIONAL EXPERIENCE (CONTINUED)

VOLKA GAMES | Senior 2D Artist (Creative)

Mar 2019–May 2021

- Designed mobile-game interfaces and live-operations features, creating reusable UI patterns and working closely with art, game design, and development.

PLAYRIX | 2D Artist (Creative)

Aug 2017–Mar 2019

- Designed production-ready game interfaces, visual systems, and feature flows for mobile products in cross-functional teams.

MASFISH | Art Team Lead

Sep 2014–Aug 2017

- Created UI, illustration, and game-art assets, building the visual and production foundation for later product-design leadership roles.

APPY APP | Art Team Lead

Mar 2014–Sep 2014

SIMA-LAND | Graphic Illustrator

Sep 2013–Mar 2014

KRIKCENTRE | Graphic Designer

May 2012–Jun 2013

CHERKASOVA STUDIO | Graphic Designer

Aug 2009–Apr 2012

EDUCATION

Diploma, Graphic Design: Sverdlovsk Art College named after I. D. Shadr, Yekaterinburg, 2004–2008

PROFESSIONAL DEVELOPMENT

Memorisely: AI Coding for Designers; AI Design Systems; AI Agents in Figma with Claude Code, 2026

ELVTR: UX/UI for Gaming, 2024

Laba: Team Management in Business, 2023

SKVOT: Product Design, 2023; Figma, 2021

TOOLS

Figma; FigJam; Adobe Photoshop; Adobe Illustrator; Blender; ZBrush; Miro; Jira; Confluence; Amplitude; Claude; ChatGPT; Codex; Cursor; ComfyUI.

LANGUAGES

Russian: Native

English: Professional working proficiency