

Tahmina Mustafayeva

Product Designer | UX Designer

tahminanm@gmail.com

[Portfolio website](#)

[Dribbble](#)

[LinkedIn](#)

EXPERIENCE

WeTravel, Netherlands

Product Designer

December 2022 - PRESENT

Exploring new business ideas, enhancing and reimagining existing features, and developing innovative functionalities

Azerconnect, Azerbaijan

Product Design Expert

May 2022 - December 2022

Mentored and collaborated with a team of 5 designers to create new products based on research findings and customer input, such as telecom applications, internet service provider apps, CRM, and intranet, or to improve current products.

Yelo Bank, Azerbaijan

Senior Product Designer

June 2021 - May 2022

Designed end-to-end solution for a fully online loan for the first time in the country via a mobile bank application

- Used both qualitative and quantitative data to solve problems.
- Conducted user research, information architecture, interaction, visual design, prototyping, and user testing.
- Collaborated with product owners, stakeholders, engineers, and designers to help define product requirements and roadmap.

Pasha Bank, Azerbaijan

Product Designer

December 2018 - June 2021

Developed the first in-the-market all-in-one B2B Procurement Platform from beginning to end (research, design, test, implement) as a solo designer with a team of 6 fellows.

Played a role in transforming Azerbaijan's most extensive corporate banking from traditional to digital.

- Within the Agile Acquiring Squad, launched the 'pay by link' product during the pandemic and designed the user experience and user interface for POS online sales.
- Enhanced the "Factoring" product's user experience by researching pain points, creating user flows and interfaces for new features, and conducting usability tests

Ultra technologies, Azerbaijan

UX/UI Designer

July 2018 - December 2018

EDUCATION

Code Academy, Azerbaijan - *Bootcamp*

2018

UX/UI Design & Graphic Design

Anadolu University, Turkey - *Bachelor's degree*

2015 - 2018

Hospitality Management

Anadolu University, Turkey - *Associate degree*

2012 - 2015

Public Relations & Advertising

SKILLS

User research, Interaction design, Information architecture, User interface design, Usability testing, Rapid prototyping, Interviews, Surveys, Card sorting, Task analysis, Personas, Wireframes, Customer journey maps, User flows