Orion Muhamadiev

Product Designer (UX/UI)

Dushanbe, Tajikistan · Remote (UTC+5) · Full-time, part-time or contract
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SUMMARY

Product designer with 5+ years in product design (8 years in design overall), focused on products with heavy business logic: fintech and mobile banking, marketplaces, admin panels and internal B2B tools. I turn conflicting requirements into one data model, clear roles and workflows, then into UI that developers can build and scale.

Shipped a mobile banking app with ~1.7M registered users. Used to being the only designer on a product end to end: research, user flows, UI, design system and developer handoff. I read front-end code and use AI tools to prototype fast. Comfortable with remote, async work.

EXPERIENCE

Product Designer — Alif Technology
Mar 2026 – Present · Dushanbe, Tajikistan

Sole designer on platform products.

- Alif Tech Connect (formerly smsgate.tj): redesigned the country's largest SMS platform (2.4M+ messages per month) into multichannel communication infrastructure. Email and Telegram live; WhatsApp and Push reserved at the design-token level. ~110 frames handed off in Figma.
- UmedMall marketplace: designed the storefront, moderator panel and seller dashboard on one shared attribute engine. Merged three specs into one data model, removed free-text attributes, cut navigation from 19 to 7 groups.
- Alif Charge (EV charging network): from business requirements (BRD) to a landing page in production.
- JetQR: admin panel for the internal team and merchant dashboard for QR payments on coffee machines.

Product Designer — Alif Bank
Jan 2024 – Mar 2026 · Dushanbe, Tajikistan

7 large products and 20+ standalone modules across fintech, admin systems and internal operations. Led UX research and user-flow optimization; built design systems used across multiple teams.

- KK Service: designed a dedicated workspace for the credit committee instead of a shared CRM. Decision queue with a colour-coded aging indicator, committee voting, 20 question templates instead of free-form requests; replaced a Telegram bot with an in-CRM queue for security.
- Alif Mobi: mobile banking app.
- Qline: online queue and booking system.
- Teams and Managers: internal team and operations management platforms.

Freelance UI & Brand Designer — Upwork
May 2022 – Sep 2023 · Remote

Branding and UI design for international clients: landing pages, mobile-first interfaces, rapid prototyping in Figma.

- Payvand (concept, 2022): payments and transfers app for iOS and Android. Research split one brief into two products, everyday banking for registered users and frictionless transfers from Russia, built as two apps on one design system.

UX/UI Designer — Dushanbe City Bank
Jan 2021 – Feb 2022 · Dushanbe, Tajikistan

Designed DC Next end to end: the bank's main app, replacing legacy DC Wallet and combining banking, city services and transport payments.

- ~1.7M registered users; ~810K monthly active users with 3+ transactions; 1.46M+ downloads.
- Moved balance and payments to the top of the home screen; reduced 11 equal tiles to 4 primary actions; simplified onboarding.
- 300+ services in one model: utilities, public transport, Express Pay terminals.
- QR and NFC transport payments replacing cash; international transfers to 50+ countries.
- Worked with product managers, developers and the security team; iterated on user feedback and usage data.

Brand Designer — Hilton Dushanbe
Aug 2018 – Jan 2020 · Dushanbe, Tajikistan

Brand identity and print materials for events, marketing campaigns and corporate presentations; rebrand of the Inasia restaurant.

CASE STUDIES

UmedMall Marketplace OS — marketplace: storefront, moderation, seller — xoriondev.github.io/cases/umedmall.html

KK Service — internal B2B, credit decisions — xoriondev.github.io/cases/kk-service.html

Alif Tech Connect — communication platform redesign — xoriondev.github.io/cases/sms-gate.html

DC Next — mobile banking and city services — xoriondev.github.io/cases/dc-next.html

Payvand — fintech mobile app, concept — xoriondev.github.io/cases/payvand.html

SKILLS

Product & UX: user research, information architecture, user flows, CJM, roles and permissions, complex workflows and state logic, wireframing, prototyping, usability testing

UI: design systems and design tokens, mobile apps (iOS, Android / Material Design), responsive web, admin panels and dashboards

Domains: fintech, mobile banking, payments and transfers, QR/NFC, credit decisioning, marketplaces, e-commerce, B2B SaaS, back-office tools

Tools: Figma (components, variables, auto layout, prototyping), FigJam, Adobe Illustrator, AI tools for prototyping (Claude: clickable HTML prototypes from specs)

Front-end literacy: reads HTML, CSS, JavaScript and React code; precise developer handoff

EDUCATION

Saint Petersburg Electrotechnical University “LETI” — Master's degree, Applied Mathematics and Computer Science, 2015 – 2017

Russian-Tajik (Slavonic) University — Bachelor's degree, Applied Informatics in Economics, 2011 – 2015

LANGUAGES

Russian — native · Tajik — native · English — B1 (working; interviews in English are fine) · Turkish — B1