Leonid Kolyazin

Portfolio ↗

Senior product and web designer with a marketing degree and experience in branding. Over 7 years, I've worked with companies across the globe, building everything from startup MVPs to complex design systems.

Experience

Adapty — Senior Product Designer
Belgrade, RS — 2026–27

Own features and full product sections end to end: designing new experiences, improving existing ones, and shipping production-ready code to the repo with Claude Code. Also support the marketing and web design team.

- Own features and entire product sections solo, from new experiences to redesigns of existing flows
- Design within the company design system and ship front-end and back-end code directly to the repo using Claude Code
- Deliver production-ready solutions without a separate handoff stage, shortening the path from design to release
- Support marketing and web designers with product expertise and design reviews

MARBL — Founding Designer
London, UK — 2025–26

Handled every aspect of design and creative work, including managing the design system, UX and product flows, marketing assets, and all the other stuff as the only designer on the team.

- Established design department structure and cross-functional workflows with founding team
- Built Figma organization system and collaboration guidelines for scalable design operations
- Led product information architecture development in collaboration with product team
- Designed visual concepts and production-ready specifications for development handoff
- Built token-based atomic design system with full code synchronization through iterative testing
- Drove measurable business metric improvements through data-informed design updates based on analytics and user feedback

Humbleteam — Lead Designer
Prague, CZ — 2025

Led the design team from concept to delivery, overseeing user flows, UI design, branding, motion and product presentations to ensure high-quality results.

- Led team of 2-3 designers across multiple project stages and client engagements
- Managed client relationships and design presentation process
- Created design concepts and maintained quality standards for all client deliverables
- Contributed to leadership discussions on studio operations and process improvements

Clay — UX/UI Designer
San Francisco, US — 2022–25

End-to-end design work for digital projects, with a strong focus on research, scalable design systems, and high-quality, polished UI.

- Shipped 20+ projects ranging from corporate websites to complex web products and mobile applications
- Early adopter of design tokens in Figma, implementing them across studio projects
- Developed standardized framework for UX audit and research presentations, improving team efficiency and client communication consistency

CreativePeople — UX/UI Designer
Moscow, RU — 2021–22

Driving the full lifecycle of digital projects, from concept to launch, in close collaboration with the team and the client.

Skills

Product & UX

UX Research, JTBD, CJM · Design Audit · IA & User Flows · A/B Testing & UX Metrics

AI

Shipping Code · Creating and Managing Skills for Agents · AI-Ready Design Systems · AI-Assisted Prototyping

Craft

UI & Visual Design · Brand & Marketing Design · Content Guides & UI Kits · Prototyping & Motion

Leadership

Stakeholder Collaboration · Design Ops · Team Leadership & Mentoring · Hypothesis-Driven Design

Education

International Banking Institute — 2005–11
Saint-Petersburg, RU

IKRA — 2015–16
Moscow, RU

Courses & Self-education — Lifelong learning
Everywhere

+381 62 191 15 89 · LinkedIn · Telegram · Email · Instagram · Belgrade, Serbia