



**Artur Mineev**  
**Product Design Manager**  
**Dubai, UAE**

**33 y.o.**

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**baraka**  
**Product design manager**  
**2023-present**  
**Dubai**

- Translate vision into structured product design strategies
- Set clear roadmaps and priorities across design initiatives
- Build and scale design systems from scratch
- Lead hiring, mentoring, and career growth for designers
- Act as the bridge between product, engineering, and business
- Advocate for mental health and sustainable team culture
- Align design efforts to revenue, retention, and activation goals

**Dscale**  
**Head of Product Design**  
**2020–2023**  
**Dubai**

- Created high-impact products for both users and business needs
- Led empathy mapping, user stories, high-fidelity prototypes, and design system development
- Collaborated closely with development and marketing teams
- Established problem-solving processes and efficient design workflows

**Tentwenty Digital Agency**  
**Senior UI/UX Designer**  
**2018–2020**  
**Dubai**

- Worked across diverse project types — from AR apps to enterprise systems
- Led design for DIFC, Forbes, Dubai Future Foundation, Ithra, Harper's Bazaar Arabia, real estate portals, and digital products
- Conducted user research, prototyping, and design thinking
- Involved in 3D and 2D animation workflows

**Rubetek (IoT company)**  
**Art Director, Product Designer**  
**2017–2018**  
**Moscow**

- Directed visual and product design for an IoT tech company
- Built a design system from scratch and launched a new visual identity
- Developed and implemented a marketing strategy
- Conducted usability testing and collaborated with the marketing team