ELMAN ISMAYILOV

PRODUCT DESIGNER

Senior Product Designer specializing in complex digital architectures and multiproduct ecosystems. Leveraging a strong foundation in business administration and finance to align user-centered design with strategic company goals. Proven ability to translate intricate insurance processes into intuitive, scalable interfaces. Passionate about reducing cognitive load, optimizing user flows, and driving product metrics.



Baku, Azerbaijan
+994 10 234 26 40

Portfolio
notion.so

Linkedin
linkedin.com/in/elmanismayilov

EDUCATION

2014 – 2018 Bachelor's Degree — Finance
UNEC

2018 – 2020 Master of Business Administration (MBA) — Business Creation & Management
UNEC

2023 UX/UI design - Honours degree
Code Academy

HARD SKILLS

- User-Centered Design & UX Architecture
- Advanced Figma & Scalable Design Systems
- User Research & Customer Journey Mapping
- Mobile-First & Responsive Interface Design
- AI-Assisted Design & Workflow Automation

LANGUAGE SKILLS

- Azerbaijani
- Russian
- English

WORK EXPERIENCE

2024 – Present PASHA Life
Product Designer

Led the end-to-end UX/UI redesign of the PASHA Life mobile application as the sole designer, establishing a scalable, user-centric foundation for a complex multiproduct ecosystem.

Redesigned the Net Promoter Score (NPS) user flow, optimizing interface accessibility and feedback loops, which resulted in a 25% increase in core NPS metrics.

Streamlined complex insurtech operations, including claims processing and financial conversions, by restructuring information architecture and reducing cognitive load for end-users.

Developed conversion-focused UI modules (contract creation cards) that successfully drove new client acquisitions, earning an official letter of gratitude from the CEO for direct business impact.

2024 Trenders Agency
Brand & Visual Designer

Created conversion-focused visual assets and digital brand identities.

2021 – 2024 Institute of Education of the Republic of Azerbaijan
Visual Designer

Transformed complex educational data into accessible digital infographics and web assets.

2018 – 2023 Unimetal - (Remote)
Visual Designer

Managed end-to-end visual design projects tailored to business requirements.