Spartak Ivanov



Product Designer · AI-native

St. Petersburg, Russia · Office, hybrid or remote · Open to relocation

Telegram @spartakivanov · nanobug@ya.ru · spartakivanov.ru

20 years of continuous experience in design. A generalist: UX, UI, visual design, front-end and AI, all in one pair of hands. When a team has no PM, I take on the product side: gathering requirements, prioritising, writing PRDs, aligning with engineering and shipping. Strong UI built on years of visual work, and UX that holds up. I can build any page I design by hand, in a plain text editor. I run my own team of AI agents that takes work from brief to production.

EXPERIENCE

Product Designer

SetlGroup, property developer — **2025 – present**

I lead design on the company's corporate website, working with a product manager and a project manager. I also cover the group's other products, including its mobile apps.

- **Development page, 2026. The business took it as a template for other projects across the group.** Rather than fitting every stakeholder's wish list onto one page, I started with how people actually use it: analytics on where they go, how long they stay and when. I talked to every stakeholder, merged their requests into a single list and checked it against the data. Must-haves, nice-to-haves and whatever answers the buyer's own wish list stayed; the rest became modules that get assembled for each project. I tested the hypotheses on prototypes before moving to UI. Took it all the way to release and stayed on good terms with everyone.
- **Apartment page, 2026. Rolled out across every apartment listing.** It's the last step of the funnel, where all the paid traffic lands, yet the page was bare: header, floor plan, footer. I benchmarked competitors and ran a brainstorm on who buys, from families to investors, and what wins each of them over. Moved the floor plan, price and key facts to the top and shipped the MVP. The page now sells a lifestyle, not square metres.
- **Design system and Storybook.** I lead the design system rollout. Turned a dated UI kit into a design system documented in Storybook, launched it and walked the teams through how to use it. Working to get every department speaking the same design language.

More case studies at spartakivanov.ru

AI WORKFLOW

I work with a team of AI agents: I write their directives and skills, assign roles and run my own infrastructure. One source of truth from PRD to code: research, design system, prototypes, Storybook, decisions, artefacts and mockups.

- **Strategy.** Briefing, desk research and competitor analysis, synthetic personas and simulated interviews.
- **Architecture.** Claude Code with Figma: wireframes generated from the PRD, a design system built on variables, a UI kit that grows from base components. A dedicated agent checks screens for consistency and against UX patterns.
- **Visuals.** A reference image sets the style and prompts are kept in JSON, so a whole series stays consistent. Upscaling, video, node-based workflows.
- **Product.** React built on the same design system, Storybook kept in sync with Figma, deployment, content kept separate from code. Usability test findings are fed back to the agents.
- **Across the team.** Rolling out AI in the department's day-to-day work.

INTERNAL TALKS

- **"Brief + AI", advertising department, 2026.** How to build AI into everyday workflows and free up time for the work that matters.
- **"Improving our key pages", advertising department, 2026.** Reviewed the most important pages on the buyer journey: what heatmaps and click maps show, where buyers get lost and what they can't find. Presented the issues, findings and what to fix first.

PREVIOUS EXPERIENCE

Lead Designer

Peterburgskaya Nedvizhimost, part of Setl Group **2022 – 2025**

Named best designer several months running for creative work that had a significant impact on the business. Moved from graphic design into the product team as a UX/UI designer on the strength of initiative and technical skills.

Senior Graphic Designer

LIGO Advertising Group **2010 – 2022**

Over 12 years, grew from designer to head of design: hired, trained and managed designers. Ran projects from brief to production for brands with strict guidelines: H&M, Sportmaster, Rive Gauche.

Web Designer

Self-employed **2006 – 2010**

Lead designer for St. Petersburg State Polytechnic University. Promo sites, online stores and websites for web studios, plus posters for clubs and major events in St. Petersburg.

COURSES

- AI Native Product Designer · PixelPerfect · 2026
- UX/UI Designer Plus · Bang Bang Education · 2024 – 2025
- Product Designer UX/UI · Study KVO · 2024
- Tilda Experts · 2020

TOOLS

- **AI agents:** Claude Code, skills and subagents, MCP (Figma, Notion, Mobbin), Gemini Deep Research, Antigravity
- **Design:** Figma (variables), FigJam, Storybook
- **Visuals:** Figma Weave, Nano Banana Pro, Flux Kontext, Krea
- **Code and deployment:** HTML and CSS, React, Next.js, GitHub, Vercel
- **Languages:** Russian (native), English (A2–B1)

REFERENCES

- Inna Lazu, Head of Design · Peterburgskaya Nedvizhimost
- Maria Gurdzhiyan, Head of Marketing · Peterburgskaya Nedvizhimost
- Maxim Shipilov, Lead of Design · Setl
- Maria Sazonova, Head of Sales · LIGO
- Ruslan Zakirov, CEO · LIGO