

Dinar Galimov

Lead Product Designer · AI-Driven Complex Products · Design Systems & Craft

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SUMMARY

Product designer with 12 years designing for both businesses and end users, including 7 years leading design at Finom, a European neobank for SMEs. Own end-to-end design for complex, multi-domain products, from problem framing through research, systems, and shipped detail. Built a 400+ component design system from scratch across web, iOS, and Android, and led a full brand redesign in 2.5 months that won a Red Dot Award in 2026. Set design standards and review practices that kept quality consistent as the product surface grew across 9 domains.

Now looking for a Lead or Principal/Staff Product Designer role where craft, systems thinking, and ownership of hard problems matter more than headcount.

CORE SKILLS

Design Craft: End-to-end UX, interaction design, design systems, cross-platform consistency (web, iOS, Android)

Process: Design strategy, quarterly planning, design review, design debt management, design quality standards

Research: User research, usability testing, JTBD interviews, A/B testing, Hotjar, Refiner, Amplitude

Product: UX architecture, activation & onboarding, complex B2B systems, AI product design (trust, explainability, human-in-the-loop)



Finom · 2019 – 2026

One of Europe's leading neobanks for SMEs. 100K+ clients across 5 EU countries, €300M+ raised (General Catalyst, Northzone, AVP), 600+ employees.

Founding Designer → Lead Product Designer

Owned end-to-end product design across 9 domains on a 100K+ client fintech platform, from research and problem framing through interaction design, systems, and shipped detail.

Systems & Craft

- Built the design system from scratch to 400+ components across web, iOS, and Android, adopted by every product team
- Set design quality standards and review practices, running structured design review and design debt management to keep consistency across 9 parallel product teams
- Led a full brand redesign end to end in 2.5 months, across product and marketing surfaces.
Rebrand recognized with a Red Dot Award 2026 for Brand Design & Identity.

Product Impact

- Redesigned core navigation from an org-chart structure to a JTBD-based architecture, running user research and usability testing (JTBD interviews, Hotjar, Refiner); a single onboarding screen A/B test alone lifted conversion by 5+ percentage points
- Improved 7-day activation from 40% to 46% and cut onboarding funnel drop-off from 54% to 17%
- Shaped Cards growth initiatives across ordering, activation, and premium card flows, contributing to consistent double-digit MoM revenue growth
- Shaped the Savings launch experience across onboarding, wallet entry points, and trust patterns, driving activation 4x above target

AI

- Led UX for an AI copilot product: designed trust, explainability, and undo patterns for autonomous actions on user data, reaching a 78% acceptance rate on AI suggestions
- Shipped an AI accounting experience for the German market: 64% of users completed reports without contacting support, a 27% drop in support contacts
- Built an internal AI feedback-analysis tool and used Cursor and Claude for rapid prototyping across the design team

Cross-functional

- Partnered with the CPO, Heads of Product, Lead Frontend, and Mobile Lead to align design decisions with product strategy, technical constraints, and delivery priorities
- Helped teams make trade-offs between user experience, compliance requirements, mobile constraints, and platform infrastructure complexity



Modulbank · 2014 – 2019

Digital banking platform for SMEs.

Founding Designer → Lead Product Designer

Joined at an early stage and helped build one of the first SME digital banking platforms in Russia, shaping the product experience across core banking, lending, acquiring, and POS flows.

- Built the design practice from zero: process, standards, tooling, and first design hires
- Designed core web and mobile customer journeys for payments, accounts, transaction management, lending, deposits, and acquiring
- Helped define reusable UX patterns and product standards for a fast-growing SME banking platform

EDUCATION

Bang Bang Education – Design Management Patterns

Ufa State Aviation Technical University – Institute of Economics and Management

TOOLS

Figma, Claude, Cursor, Codex, Notion AI, Amplitude, Hotjar, GA, PowerBI, Intercom, Jira

LANGUAGES

Russian, English