

# Dinar Galimov

## Lead Product Designer

Fintech & AI-Driven Products | Scalable Systems

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### Summary

Product designer with 12 years in fintech and B2B SaaS, combining hands-on design work with team leadership. At Finom and Modulbank, I designed end-to-end flows across payments, cards, invoicing, accounting, and lending, from problem framing to production. I mentored and grew design teams, set quality standards, and built the processes that kept UX consistent as the product scaled.

I'm looking for a Lead or Principal role in a complex product, where craft, system thinking, and product impact go hand in hand.

### Core expertise

- **Product Design (end-to-end):** problem framing, user flows, interaction design, UI for data-heavy products, edge cases, launch quality
- **UX Architecture & Systems:** cross-product UX architecture, platform patterns, scalable interaction models (web + mobile), design systems
- **AI-powered experiences:** assistant UX patterns, context & workflow integration, trust & reliability (errors/fallbacks), evaluation signals
- **Complex domains (risk-heavy):** fintech workflows (payments, invoicing, accounting, lending), reconciliation, KYC/AML

## Experience

### Finom

2019 – 2026

#### Founding Designer → Lead / Head of Design

One of Europe's largest neobanks for SME. 100K+ clients across 5 EU countries, €300M+ raised (General Catalyst, Northzone, AVP), 600+ employees. Platform: banking, payments, cards, invoicing, accounting, lending.

#### Product Work

- Designed a unified cross-domain UX architecture for web and mobile, replacing 3+ fragmented approaches with a single interaction framework, reduced rework during feature launches and improved delivery predictability
- Built end-to-end reconciliation flow connecting documents, transactions, and accounting entries into a single user journey, replacing 3 separate entry points
- Led UX for AI CFO: a cross-product AI assistant spanning 5+ domains. Defined conversation architecture, context integration patterns, error and fallback states; shipped MVP to production Q1
- Key launches: Cards (Prime / Standard / Metal), Accounting for freelancers, E-invoicing, Credit, Local Payments
- Scaled the design system from 0 to 400+ components across 5 product teams

#### Team & Quality

- Mentored and grew a design team from 0 to 13: ran design reviews, set craft standards, built hiring process and onboarding
- Introduced a pre-launch quality framework and cross-team design rituals that kept UX consistency as the org scaled

- Worked closely with CPO on roadmap priorities, scope decisions, and resource allocation across domains
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## **Modulbank**

*2014 – 2019*

### **Founding Designer → Lead Product Designer**

Digital banking platform for SME businesses.

- Designed core banking flows from scratch: payments, accounts, transaction management, lending, deposits, acquiring
  - Built the design practice: processes, standards, tooling, and the first design hires
  - Key launches: Lending, Deposits, Acquiring, POS terminal flows
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## **Unicloud Labs**

*2012 – 2014*

### **Markup Developer → Product Designer**

Electronic document management product.

- Designed and shaped the product from scratch: UX/UI, flows, and interaction design
  - Built clickable prototypes and worked closely with engineering through delivery
  - Contributed to front-end implementation (HTML/CSS)
  - Product adopted by 5,000+ users
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## **Education**

**Bang Bang Education** — Design Management Patterns

**Ufa State Aviation Technical University** — Institute of Economics and Management

## **Tools**

Figma, Claude, Codex, Notion AI, Cursor, Analytics (GA, Amplitude, PowerBI), Intercom, Jira

## **Languages**

Russian – Native, English