

Ani Iashvili

Senior UI/UX Designer · Product Design · Design Systems · Enterprise UX

Tbilisi, Georgia · GMT+4 (EU/UK overlap) · Open to remote & contract

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Senior product designer with nearly 8 years across enterprise, fintech, iGaming and consumer products. Built a 200+ component multi-brand design system serving three betting brands, designed the core conversion surfaces for a market-leading sportsbook, and shipped three consumer apps with 100K+ combined installs as sole designer. Comfortable in complex, data-dense B2B interfaces and owning products end-to-end.

SKILLS & TOOLS

Skills — Product design · UX strategy · Design systems & tokens · Data visualisation · Enterprise / B2B workflows · Wireframing & prototyping · User research & usability testing · Responsive & mobile-first · Accessibility (WCAG) · Design-to-dev handoff · Mentoring

Tools — Figma (variables, modes, auto-layout, components) · FigJam · Prototyping · Jira · Notion · Adobe Creative Suite

EXPERIENCE

Senior UI/UX Designer — Redberry International

Apr 2025 – Sep 2026 · Tbilisi, Georgia (international clients)

- Design lead on B2B and enterprise platforms for international clients in fintech, cybersecurity and consumer travel.
- **Tavistock** — designed a pension-management reporting platform: complex AG Grid data tables with saved views, inline editing, record flagging and configurable reporting for advisors and operations teams.
- **Prevent** — full product design for a B2B security-awareness platform (phishing simulation and employee training), covering campaign setup, employee-facing training flows and admin reporting.
- **Nyumate** — end-to-end design of a social travel app connecting travellers through shared activities: onboarding, discovery, activity matching, profiles and messaging.
- Mentored a junior designer through a three-month internship with day-to-day guidance and design review; the intern was retained by the company.

UI/UX Designer — Singular (Flutter Entertainment, CEE)

Sep 2021 – Apr 2025 · Tbilisi, Georgia

- Product designer on a three-person team serving Flutter's Central & Eastern European sportsbook brands — Adjarabet (#1 online operator in Georgia and Armenia), PMU and Maxbet — across mobile and web.
- Co-built and maintained a **200+ component multi-brand design system** in Figma: token-driven, with three brand modes and light/dark themes, so a single library rendered six variants per component and removed duplicate design work across brands.
- Led the full redesign of **bet history** for mobile and web, end to end.
- Redesigned the **bet slip**, **sports listing** and **live betting** pages — the core conversion surfaces of the sportsbook.
- Owned the process from stakeholder brief through wireframes and interactive prototypes to review with product owners and brand teams.

Product Designer — Lemondo Business

Nov 2018 – Sep 2021 · Tbilisi, Georgia

- Sole designer on three consumer delivery platforms shipped to iOS and Android, together exceeding **100,000 installs**: Elvis Delivery (50K+), Moitane (50K+) and Goodwill Delivery.
- Owned research, information architecture, wireframes, UI, prototypes and developer handoff across browsing, checkout, real-time order tracking, loyalty and courier-facing flows.
- Designed the membership experience and flight-booking section for **TKT.ge**, Georgia's largest travel booking platform, later acquired by TBC Bank.

Product Designer (Freelance) — SmokeFree

2025 · *In development*

- End-to-end design for a smoking-cessation app: onboarding, streak and progress tracking, achievement calendar, daily craving logging, lessons and distraction activities, scoring, profiles and guided breathing exercises.

EDUCATION & TRAINING

Tbilisi School of Communication — UX Research & Design · 2021–2022 · **Interaction Design Foundation** — UX Management: Strategy and Tactics · 2025 · **Awwwards Academy** — Advanced Prototyping · **Smashing Conference** — Designing for Complex UI · **LinkedIn Learning** — Accessibility with Figma · 2024