

# Liza Zagirova

Product Design Manager - Product Design Lead - Senior Product Designer - Design Strategist

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Strategic Product Design Leader (15+ yrs). Proven experience architecting design functions, scaling teams, and building comprehensive design systems during hyper-growth for complex SaaS platforms (Web/Mobile). Expertise in UX/UI strategy, Figma, and cross-functional leadership delivering impactful user experiences.

## Work Experience

### Product Design Lead (Independent Agency)

Jan 2022 - Present

[Yzzy Agency](#) | Los Angeles, CA / Toronto, ON

Leading end-to-end UX/UI product design for diverse North American clients. Transforming complex requirements into user-centered web/mobile applications and implementing scalable design systems to achieve strategic business goals and ensure product quality.

- Spearheaded end-to-end UX/UI product design initiatives, aligning solutions with business goals and user needs.
- Architected and delivered intuitive user experiences and polished interfaces, leveraging user research and feedback loops.
- Implemented scalable design systems and streamlined design processes for clients, enhancing product quality and development velocity.
- Served as a trusted design partner, collaborating effectively with client leadership and cross-functional teams.

### Product Design Manager

Jan 2022 - Mar 2023

[BatchService](#) | Phoenix, AZ (Remote)

Promoted to establish and lead the Product Design function during hyper-growth. Scaled the team (to 5 designers), directed design system evolution across 5+ products, established workflows (Jira/Confluence), and partnered strategically with leadership.

- Built, mentored, and managed a high-performing Product Design team of 5 designers, creating onboarding processes (Confluence) and fostering professional development.
- Directed the evolution and optimization of a comprehensive, token-based Design System across 5+ products (web/mobile), significantly improving consistency and efficiency.
- Established and refined design workflows and documentation standards within Jira and Confluence, enhancing team productivity and cross-functional collaboration.
- Partnered strategically with Product Managers, Engineering Managers, and QA teams to align design solutions with business objectives and technical feasibility.
- Actively participated in designer recruitment, interviewing, and performance evaluations.

### UI/UX Engineer / Product Design Generalist

Jan 2020 - Jan 2022

[BatchService](#) | Phoenix, AZ (Remote)

Served as the founding designer in a fast-paced SaaS startup, shaping the initial UX/UI vision, brand identity, and foundational design system. Led end-to-end design for the initial versions of 5 core multi-platform products.

- Led the end-to-end design (user flows, wires, prototypes, high-fidelity mockups) for the initial versions of 5 core SaaS products across web and mobile platforms.
- Initiated and incrementally built the company's first Design System in Figma alongside rapid product development.
- Designed the initial UX/UI for 6 primary company and product marketing websites and supervised front-end development QA.

- Operated effectively across multiple roles (incl. aspects of PM, QA) collaborating directly with founders during intense early growth phase.
- Established the initial brand identity from scratch for the company's product suite.

## Lead Product Designer & Founder

Jan 2008 - Jan 2020

[Zagirova Design](#) | *Dominican Republic*

Founded, scaled, and directed a full-service creative agency for 15 years, specializing in UX/UI product design, branding, and web/mobile development for a global clientele (15+ countries). Managed operations, teams, and client relationships.

- Led the successful delivery of over 600+ web and 200+ branding projects, ensuring functional excellence and high aesthetic standards.
- Built, mentored, and managed high-performing creative teams.
- Oversaw all aspects of business operations, including strategy, project management, client acquisition, and administration.

## Co-Founder

Feb 2006 - Dec 2012

[Baroli Technologies](#) | *Dominican Republic*

Co-founded an IT solutions company providing B2B services. Handled initial branding, marketing, administration, accounting, and human resources during the company's formation and early growth.

## Core Skills

UX/UI Design, Design System, User Research, Agile Methodologies, Cross-functional Collaboration, Figma, Adobe XD, Jira, Confluence, Prototyping, Wireframing, Interaction Design, Responsive UI, Motion Design, Leadership, Strategic Design, Generative AI for UX, AI-driven User Insights, SaaS Product Design

## Education

### CHAVÓN Art School

Sep 2007 - May 2010

Bachelor of Fine Arts Design and Visual Communications

### Oles Honchar Dnipro National University

Sep 1999 - Jun 2004

Master's Degree Physics

## Languages

English (*fluent*), Spanish (*fluent*), Ukrainian (*native*), Russian (*native*), French (*limited*)

## Certificates

### Google UX Design

Jan 2024

Google

### Market Research Specialization

Jan 2024

University of California, Davis

### AI For Business Specialization

Feb 2025

University of Pennsylvania

### Google Project Management

Mar 2025

Google

## Additional

- Work Authorization: Authorized to work in Canada for any employer. Experienced in remote work for US-based companies.
- Start Date: Available to start immediately.
- Relocation: Open to remote work; relocation considered for exceptional opportunities.
- Leadership Activities: Founded Yzzy Agency and Zagirova Design, led design team at BatchService, created Lyzzy.ai.