Anuar Zhumaev

Product designer · UX, UI and graphic design

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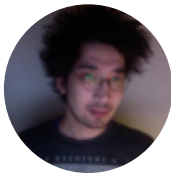

PROFILE

Product designer working across UX, UI and graphic design. I design interactions, flows and visual systems, tested with the people who use them, and prototype and build them in code: React and TypeScript, or plain HTML, CSS and JavaScript with web components and Canvas. Designing since 2004, across web, motion, phone UI, art direction and product design.

This year: the student-facing UI of Galileo, an AI-generated 3D science lab, which I designed and built; and Attune, an iOS reading app for the AI R&D lab ARMA AI, designed in Figma and prototyped in code across 89 screens. From 2024: Bujetor, an AI meal-planning assistant for iOS; and a new website for the online broker Octa, with its design system.

Looking for product design roles, on teams where designers also prototype or build.

SKILLS

UX	Interaction design, flows, prototyping in code, curriculum and content audits, testing with clients and users
UI	Visual design, design systems and tokens, responsive web, typography, colour in OKLCH with contrast checks, motion, art direction for 3D and imagery
Code	React, TypeScript, HTML, CSS, JavaScript, native web components (custom elements), Canvas 2D, HTML interfaces over a Unity WebGL scene
Tools	Figma; component catalogs that run production code
Languages	English (fluent), Russian (native)

EXPERIENCE

Independent product designer — 2019 – present

Galileo — AAIC, for Activate Learning — yxorama.com/work/galileo — 2026

Product designer. One of several contracts with AAIC, after my own prototype

- Owned the student-facing UI of a text-to-3D science lab for K–12 classrooms: camera framing, force and speed controls, object labels, step progression, time control and the visual system.
- Built it as native web components in HTML, CSS and Canvas over a Unity WebGL scene: about forty device widgets, a gesture control for graded force (drag-arrow, slider, crank) and a design system of 159 tokens. The dev team reviewed and merged the code.
- Audited 304 curriculum activities to set the brief for the gesture control. Built a motion report across 599 lesson steps before changing the camera rules.
- Documented the kit in a 16-page catalog that runs production code.
- Started every feature as a written design entry (119 in four months), with 19 written specs and 28 test files.

Attune — ARMA AI — yxorama.com/work/attune — 2026

Product designer

- Designed an iOS reading app end to end: onboarding, three sources with nine daily rituals, five kinds of reading, sharing, saved readings, settings, subscriptions, errors and a crisis path.
- Built a working prototype of 89 screens in HTML, CSS and JavaScript alongside the Figma file, one screen per frame. Settled the core navigation with two trials built in code.
- Designed the reading system: a two-ink colour system in OKLCH (red for action, blue for provenance), contrast-checked, with Morning and Evening themes. Every screen checked at 852 and 667 points tall.

Bujetor App, an AI meal-planning assistant — yxorama.com/work/bujetor — 2024 – 2026

Senior product designer, leading two junior designers

- Designed the iOS app end to end: onboarding, the conversation, the plan from week to dish, a catalog of meals, groceries and sets, the shopping list, ordering and cooking.
- Built it around a chat that answers with cards: each card opens its screen, the assistant stays in reach as a bar, and what happens on a screen is written back into the chat.
- Designed five ways to make a plan, and conflicts between diets, allergies and days as questions. Built the design system: 50 component sets, 158 variants, light and dark.

Octa (OctaFX), online broker — yxorama.com/work/octa — 2024

Principal web designer

- Redesigned Octa's website for desktop and mobile: the front page, sub-pages for commodities, the demo account and promotions, and a commission calculator.
- Built the design system behind every page: a type scale for desktop, tablet and mobile, buttons with states, cards, form controls, header and footer, specified for developers.

- Designed the interactions and animations, and explored the direction in a sprint of hero and layout variants.
- Art-directed the 3D imagery, which Octa's marketing team produced from my style guide and references.

Future Frontiers Institute 2019 – 2023

Pro bono consulting Chief Product Officer of a not-for-profit initiative at NASA Ames

- Responsible for innovation ecosystems and acceleration and incubation programmes.
- Created its branding, corporate identity and user-experience flows.

UULA yxorama.com/work/uula 2022

Design lead

- Researched, concepted and user-tested new visual directions for an educational app for 12–18 year olds.

Deutsche Bahn 2019 – 2020

Design lead

- Designed a disruption-information chatbot for all platforms, including its replies and conversation flow, and its avatar (with Maria Menshikova and Illarion Gordon).

Mediamonks, for Porsche yxorama.com/work/taycan 2019

Digital designer

- Designed a pitch for a promotional website to drive pre-orders for the Porsche Taycan, for desktop and mobile: a WebGL teaser, a cockpit-HUD main screen and interactive specs.

Also in this period: logos and marks for AAIC, Attune and Proxenos.

Lead product designer — Grip, Amsterdam 2019 – 2022

Contract from 2019, full-time from 2021. UI, graphic design and art direction

- Led the redesign of Grip's B2B web app for photorealistic 3D product imagery, from user interviews to a new home and editor. yxorama.com/work/grip-platform
- 2022, as senior creative: Grip's rebrand and brand guidelines, covering positioning, logotype, colour, type and imagery. yxorama.com/work/grip-branding

Art director and product designer — INDG, Amsterdam 2017 – 2019

- Invited to join INDG's interactive team: UI/UX, AR, interactive and CGI work, art direction.
- Concepts and art direction for a Vans Customs pitch (2018). yxorama.com/work/vans

Freelance designer 2015 – 2017

- Product design for Nestpick and graphic design for Kazan Urban Redesign. Web design, UI/UX, motion and art direction for Deutsche Bahn, Rocket Internet, Cashboard and HeyCater.

Digital art director — BBDO Moscow 2015 – 2016

- Art direction, concepting and web design.

Lead UI designer and art director — Yota Devices 2014 – 2015

- Designed the interface for the always-on e-ink back screen of the Yotaphone 2 (grid, type, iconography, widgets and core apps) in 180 days, in a team of seven designers.
- 17 rounds of testing with more than 2,000 users. yxorama.com/work/yotaphone

Earlier

- Senior UI designer, Afisha Industries · 2013 – 2014
- Graphic designer, AltSpace studio at Digital October · 2011 – 2013: interaction, web and motion design, navigation, icons
- Designer, Lebrand · 2009 – 2011: web and graphic design for VTB Bank, Alfa-Bank, VTB Insurance and Belezza magazine
- Freelance · 2005 – 2009: print, web and Flash for Studio Alta, Pininfarina Design Moscow and Afisha
- Designer, DMT Lab studio · 2004 – 2007: web design, Flash, motion design

EDUCATION

Bachelor's degree in Psychology, Russian State University for the Humanities · 2001 – 2005