

Artur Mineev

Product Design Manager

Dubai, UAE · UAE resident · Open to full-time roles, remote or hybrid
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Summary

Product Design Manager with 10+ years in digital products and 6+ years in design leadership. At baraka, a Y Combinator-backed, DFSA-regulated investment platform with nearly 10,000 tradable instruments across US and UAE markets, I own product design end to end: strategy, product, design system and brand. I've led a complete product redesign and new product lines, from Options, Bonds and Metals to UAE stocks, Sharia-compliant investing and baraka AI, during a period of ~2.4x year-over-year revenue growth.
Earlier, I led product design for SaaS, B2C and money exchange startups, and designed digital platforms for the Mohamed Bin Zayed University of Artificial Intelligence, DIFC, Dubai Future Foundation, the Ithra museum, Forbes Middle East, Harper's Bazaar Arabia and Arabian Business.

Experience 2017 – 2026

baraka Current

Product Design Manager
2023 – Present
Dubai, UAE

- Led product design through ~2.4x year-over-year revenue growth (FY2023–24 to FY2024–25).
- Own product design strategy end to end: vision, roadmap and priorities, aligned with revenue, retention and activation goals.
- Led a complete product redesign as baraka grew from US stocks into a multi-asset investment platform.
- Led design for new product launches: Options, Bonds, Metals, Halal (Sharia-compliant) stocks, UAE Local Stocks on DFM and ADX, and baraka AI.
- Rebuilt the design system almost from scratch as one foundation for all product lines.
- Rebuilt baraka's brand and visual identity.
- Built and led the design team, owning hiring and career growth; every designer on the team was promoted.

Dscale

Head of Product Design
2020 – 2023
Dubai, UAE

- Led product design for early-stage startup products from concept to launch, including a SaaS platform, a B2C product and a money exchange service.
- Established the team's problem-solving process and design workflows, built around empathy mapping, user stories and high-fidelity prototyping.
- Led design system development and partnered closely with development and marketing teams.

Tentwenty Digital Agency

Senior UI/UX Designer

2018 – 2020

Dubai, UAE

- Led design for the Mohamed Bin Zayed University of Artificial Intelligence, DIFC, Forbes Middle East, Dubai Future Foundation, Ithra, Harper's Bazaar Arabia and Arabian Business, plus real estate portals and other digital products.
- Worked on products from AR apps to enterprise systems; ran user research and prototyping, and contributed to 2D and 3D animation.

Rubetek (IoT)

Art Director, Product Designer

2017 – 2018

Moscow, Russia

- Directed visual and product design; built the design system from scratch and launched a new visual identity.
- Developed and implemented the marketing strategy; ran usability testing and worked closely with the marketing team.

Skills

Leadership	Design Leadership, Team Building, Hiring, Mentoring, Design Operations
Product	Product Strategy, Design Roadmaps, Design Systems, Cross-functional Collaboration
Design	Product Design, UX/UI, Brand Identity, User Research, Usability Testing, Prototyping, Design Thinking
Domains	Fintech, Investing, SaaS, B2C, Media
Tools	Figma, AI tools, AI-assisted prototyping (vibe coding)

Education & Languages

Education	Master's Degree
Languages	English (fluent, professional), Russian (native)

Shipped Projects

arturmineev.com

Backbone Buro · Subscrr · baraka · Forbes Middle East · BSBG · Ithra Museum · Dubai Future District · DIFC