

MURAD SOFIYEV

+994(55) 840-1728 ✦ Amsterdam, The Netherlands

muradsofy@gmail.com ✦ [linkedin.com/in/msofiyev](https://www.linkedin.com/in/msofiyev) ✦ www.sofyzen.com

SUMMARY

I'm a Product Designer with over 3 years of experience shaping user-focused digital products in fintech and AI. At Birbank, Azerbaijan's largest fintech platform, I've contributed to the design of mobile apps, ATMs, terminals, and the Birbank Design System, improving usability and consistency across millions of users. At Polygraf AI, winner of TechCrunch Disrupt 2025 and recognized at SXSW, I helped define the design strategy, led major website and product initiatives, and built a fully responsive, mobile-first AI web experience.

EDUCATION

BSc in Economics, Middle East Technical University 2016 - 2021
"Honour" student with 3.03 CGPA.

MSc in Economic Development and Globalization Science, University of Groningen 2021 - 2022
Thesis: "The Effect of Globalization and EU Membership on Corruption Levels"

UX/UI Design Bootcamp, Emotix School 2023
The lesson program is approved by Figma Learn representing over 320 hours of coursework.

SKILLS

Design Skills	UI/UX Design, Visual Design, Prototyping, Wireframing, Design Systems
Technical Skills	Figma, Webflow, Framer, Miro, Adobe CC, HTML/CSS
Research/Strategy	User Research, Usability Testing, Journey Mapping, Wireframing, Product Thinking
Soft Skills	Collaboration, Communication, Teamwork, Problem-Solving, Mentorship
Language Skills	English (Fluent), Azerbaijani (Native), Turkish (Fluent)

EXPERIENCE

Strong Middle Product Designer Apr 2025 - now
Birbank *Baku, Azerbaijan*

- Worked on ATM experience design and flow optimizations, leading to a 25% decrease in call center reports through clearer navigation and improved transaction feedback.
- Designed a new Credit Payment section for Terminals, simplifying the process and improving completion rates for loan-related payments.
- Contributed to the Birbank Design System, refining UI components, tokens, and accessibility guidelines for mobile and self-service platforms.
- Led the redesign of Deposit and Savings flows in the Birbank App, improving clarity and engagement for savings-oriented users.
- Redesigned the VAT Refund web portal and app section, enhancing information hierarchy, accessibility, and task completion speed.

Lead Product Designer Dec 2024 - Jun 2025
Polygraf AI *Austin, TX*

- Played a pivotal role in shaping the design strategy, contributing to Polygraf AI's success as a winner at TechCrunch Disrupt 2025 and recognition at SXSW in multiple innovation categories.
- Redesigned the company website in collaboration with the marketing team, increasing monthly visitors from 200 to 15,000+ through improved UX architecture, storytelling, and visual identity.
- Created a mobile-first AI web product, ensuring a fully responsive, accessible, and scalable experience across devices.

- Designed and refined the onboarding flow and browser extension experience, simplifying account setup and ensuring a seamless transition between web and extension use.

Product Designer

Azsoftware - IT Solutions

Apr 2024 - Apr 2025

Baku, Azerbaijan

- Contributed the digital transformation of the **Azerbaijan Land Transport Agency (AYNA)** services.
- Designed and improved large-scale public service platforms including the **Unified E-Services Portal, Centralized Document Circulation System, Electronic Goods and Transport Invoice Subsystem, E-Form Mobile Application**, and the **AYNA Official Website**.
- Delivered unified, accessible, and scalable design solutions aligned with national digitalization standards and user experience best practices.

UX&UI Designer

FROMFOLIO

Nov 2024 - Mar 2025

Detroit, MI

- Designed and launched a new landing page using global components to unify design consistency across the product.
- Created a new News Page, Company Landing Page (showcasing partner opportunities), and Benefits for Pro Users section.
- Designed the Applicants' Dashboard and Applicant Profile Page, improving visibility of designers' work and backgrounds.

Product Designer

Datacorda

Jun 2023 - Apr 2024

Brooklyn, NY

- Designed Datacorda's main website, establishing a modern visual identity aligned with the tech-focused brand.
- Created an intuitive client dashboard platform, enhancing user experience and data visualization.
- Delivered multiple responsive websites for partners and clients, ensuring design system consistency.

Audit Associate

KPMG Netherlands

Sep 2022 - Sep 2023

Amstelveen, The Netherlands

- Performed financial audits for international clients across multiple industries, ensuring compliance, accuracy, and efficiency in reporting and internal controls.

Graphic Designer

Speaky Education Center

Aug 2022 - Jun 2023

Baku, Azerbaijan

- Developed a comprehensive brand identity, ensuring a cohesive visual style across all digital and print media.
- Designed engaging social media campaigns that successfully grew the center's audience to over 5K followers.
- Created impactful print and promotional materials, enhancing brand recognition and community trust.