

# Mustafa Ahmadov

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## EXPERIENCE

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### Toppic.io

Product Designer

Sep 2025 - Present

Designed and built the foundation of an AI powered recruitment platform tailored for HR professionals. Created the full mobile UI/UX design, focusing on intuitive candidate selection flows and dashboard navigation. Developed the app's first working version using AI assisted coding tools like Cursor. Collaborated with developers to deliver functional prototypes, ensuring a clean, human-centered interface that enhances user trust.

### Pomogach

UI UX Designer

Aug 2024 - Present

As a core contributor to the development of Pomogach.io, I architected the foundational UI/UX strategy for an innovative ad-tech platform specialized in Telegram ecosystem marketing. I spearheaded the end-to-end design of a seamless mobile experience, focusing on high-conversion ad placement flows and intuitive analytics dashboards for channel owners and advertisers. By leveraging advanced AI-assisted development tools like Cursor, I rapidly translated complex design systems into the platform's first functional MVP, ensuring high performance and scalability. Throughout the process, I collaborated closely with the engineering team to implement a clean, human-centered interface that bridges the gap between sophisticated data metrics and user-friendly navigation, ultimately fostering a secure and transparent environment for digital advertising.

### Birlab IT Company

UI UX Designer

2024 May - 2025 Sep

Worked on 15+ web and mobile projects across Fintech, E-commerce, and EdTech sectors. Collaborated with developers and product managers to optimize user journeys and increase conversion rates. Created scalable design systems and interactive prototypes to test usability before development.

### Tusi

UI UX Designer & Product Designer

2023 Jan- 2024 July

Designed the end-to-end mobile app experience for a financial product. Conducted UX research and competitor analysis to identify user needs and pain points. Created wireframes, user flows, and high-fidelity prototypes in Figma. Collaborated closely with developers and marketing specialists to ensure smooth implementation. Helped the startup advance to the Top 8 out of 20 teams in an international competition.

## EDUCATION

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### Azerbaijan Tourism and Management university

Organization Of Tourism Business | Bachelor

2021 - 2025

Focused on strategic management, service design, and digital transformation within the tourism sector. Actively engaged in analyzing industry trends to bridge the gap between traditional hospitality and modern digital solution

### Azerbaijan Tourism and Management university

Hotel Management Business | Master

2025 - 2027

Focused on strategic management, service design, and digital transformation within the tourism sector. Actively engaged in analyzing industry trends to bridge the gap between traditional hospitality and modern digital solution

### Emotix Co.

UX UI Design

2023

Completed an intensive training program dedicated to human-centered design principles. Acquired hands-on experience in user research, wireframing, and interactive prototyping. Developed a strong foundation in visual aesthetics, design systems, and usability testing through the execution of practical, real-world case studies and design projects.

## SKILL

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**Technical:** Figma, Adobe XD, HTML/CSS, Wordpress, Adobe Illustrator, Photoshop

**Languages:** Fluent in English, Turkish