

Egor Shugaev

Design Director · Head of Product Design

Moscow · full-time · hybrid / on-site · open to business travel · **₽450,000/month, net**

PHONE **+7 (916) 600-38-40** | EMAIL **egor.outhead@gmail.com** | PORTFOLIO **shugaev.vercel.app** | LINKEDIN **linkedin.com/in/egor-шыраев-03735078** | GITHUB **github.com/outhead**

ABOUT

7 years designing large digital products in Russian big tech: MTS, Gazprom Neft, Ozon. Led teams of 20 to 40 people, built design functions from scratch and scaled them. Focus — design × AI × metrics: A/B, discovery, product strategy, design systems. I teach and mentor — 40+ sessions, lectures at HSE and at industry venues.

EXPERIENCE

Head of Design Department

Mobile TeleSystems (MTS) · mts.ru · Telecom · b2c · b2b

July 2024 — August 2025 · 1 yr 2 mo

Products. My MTS app — 25M+ MAU · mts.ru — top-5 among Russian telecom services · Voice ecosystem (b2c voice tech) · Geo-center (b2b geo services) · MTS Savings (fintech, MVP) · MTS Launcher

Achievements

- Built and steered a 20–40 person team through restructuring: attrition <10%, eNPS 64.
- Embedded AI tools into the workflow: –40% cost on communication tasks, –60% time on content prep.
- Cut time-to-market of key releases to 2–4 months, +30% to hypothesis-testing speed.
- Raised user satisfaction across core digital products: CSI/tNPS +8 pp over the period.
- Launched MVP products in fintech and voice, ran a product audit and procurement optimization.

Design Director

Gazprom Neft · gazprom-neft.ru · Oil & Gas · b2e

July 2022 — July 2024 · 2 yr 1 mo

- Built a competence center for digital product design: processes, standards, quality control.
- Led the open-source Consta design system: 40+ company products, 43,300 Figma installs, 203,000 GitHub views. Saved 15,700+ person-hours of design and frontend work.
- HR service "Unified Service Window" — winner of the XV CX AWARDS 2024 in the B2E category (550+ services in one window, 40,000+ active users).
- Cut average designer time-to-hire to 17 days — top-5 in the industry.
- 20+ industry events and workshops in a year; corporate AI courses at HSE — 300+ participants.

Community Lead

Ozon · ozon.ru · E-commerce · b2c

January 2022 — July 2022 · 7 mo

- Launched the design community's Telegram channel and podcast: grew from 80 to 1,500 subscribers in a month, up to 11,000 in six months through gamification, a content plan, and targeted ads.
- Designed and rolled out a designer competency map, a regular design challenge, a systemic design-review format, and post-analysis of decisions.
- Organized 8 team-buildings and offsite events (up to 100 participants each) and a series of internal design lectures.

Art Director · UX/UI · Web b2c · special projects

Mobile TeleSystems (MTS) · mts.ru · Telecom · b2c

November 2018 — September 2021 · 2 yr 11 mo

- Grew MTS ecosystem customers from 6.3M to 8.8M (+40% over 2018–2021).
- Doubled the share of premium-subscription users (Premium, Cashback, etc.) in 2021 — to 2.9M.
- Launched 9 key digital services (Smart University, Smart Med, Live, Cashback, Premium, etc.). Web product suite — 25.1M MAU.
- Smart University — +62.5% learning gains for participants across subjects (external studies 2020–2021).
- Built a designer-growth system with KPI approaches: attrition down to <8%.
- MTS Corporate University — top-3 worldwide by GlobalCCU.

SPEAKING & MENTORING

- 40+ mentoring sessions for designers and design leads (career, moving into management, AI in design).
- Lectures and workshops on AI tools for designers — Higher School of Economics (applied AI).
- Talks at internal MTS and Ozon conferences, Design Review, and industry venues. Topics: AI in product, scaling the design function, design systems.

EDUCATION

MISIS — National University of Science and Technology

2011 · Semiconductor materials and instrument engineering; engineer in microelectronics and solid-state electronics

SKILLS

Leadership. Design Management · Org Design · Hiring & Performance · Design processes · OKR / Roadmap · Vendor & Tender Management · Community / Employer Brand

Product. Discovery · Research · CJM · JTBD · A/B testing · Product Strategy · B2C ecosystems · B2E tools · EdTech

Craft. Figma · Design Systems · Prototyping · Web design · AI tools · agents · Prompt engineering · React · TypeScript · Three.js · WebGL

LANGUAGES

Russian — native · English — B2 (Upper-Intermediate)