Anton Kostylev
Product UX/UI Designer — Design Systems

- Product UX/UI Designer with **3+ years of experience** in building digital products
- I create design systems that accelerate development and product scalability
- I use **Figma, Tokens Studio, and HTML/CSS** as a single source of truth for interfaces

skills: Figma   Claude Code   Tokens studio   HTML / CSS   Design systems   UX Research   User Flows   Wireframing   Prototyping   Design Handoff

Jan 2022 — present, full-time

Product UX/UI Designer · Design Systems Lead

OQ [OQ Print](#)
Printing company

Key responsibilities & achievements:

• Designed product interfaces and marketing pages focused on user flows, conversion, and business metrics

• Initiated and built a scalable design system in Figma (components, design tokens, guidelines), improving visual consistency and **accelerating the launch of new product sections**

• **Launched new product and promotional website sections**, strengthening the company's online presence and supporting marketing and sales initiatives

• Partnered with marketing and engineering teams to define product hypotheses and make data-informed decisions based on business metrics

• Presented and defended design decisions to stakeholders, connecting UX improvements with product performance

• Prepared design specifications and developer handoff materials, supporting implementation and ensuring high design quality in production

• Developed and evolved the design system and token architecture, synchronizing Figma, Tokens Studio and HTML/CSS components to create a more reliable design-to-code workflow

• Led continuous UX improvements that **increased the Yandex Site Quality Index (SQI) from 1860 to 2030**, strengthening the company's position against key competitors

Oct 2024 — present, part-time

Product UX/UI Designer · Design Systems Lead

S [Skills Up](#)
Art school (online and offline)

Key responsibilities & achievements:

• **Designed and implemented a design system in Figma** for the educational product and marketing communications, ensuring a consistent visual language and scalable content production

• **Led a visual identity redesign and created a brand book** (logo, typography, color system, and usage guidelines)

• **Built a component and template system for marketing**, enabling faster production of social media and digital communication materials

• **Delegated routine layout production to another designer** and focused on evolving the design system used by marketers and designers

• Designed landing pages and promotional pages to attract new students, optimizing user flows, content structure, and conversion

• Ensured visual consistency across all brand touchpoints — website, social media, and offline communications

Jan 2017 — Dec 2022

Graphic Designer

OQ [OQ Print](#)
Полиграфическая компания

Key responsibilities & achievements:

• Designed print materials and advertising assets for commercial clients

• Worked with prepress preparation and production constraints

• Collaborated with printing teams and ensured the quality of printed materials

• **Built a strong foundation in typography, composition, and visual hierarchy,** later applied to digital product design