Andrei Sundiev

12+ years leading Product Design and Design Systems.
Mentor, speaker, Figma community leader.

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Design Manager 2

Beamery │ 2021 - CURRENT │ London, UK

- Significantly **improved the Marketing Design Team's performance** with streamlined processes and tooling (e.g., Figma templates and playbooks), allowing to deliver higher-quality work at scale and at least **2x increased pace**.

- I enabled my design team to have **impact across teams and functions**. As a result, the templates and automations we've built for Sales correlated with **6x increase in deal close rate and 2x increase in deal size.**

- Improvements I've made to the Marketing Design Team boosted the team's customer satisfaction by **+16% YoY (CSAT: 92%)** and **eNPS by +8% (eNPS: 92)**.

- Strengthened the connections between EPD, Marketing and Sales by **establishing regular cross-team** and **cross-functional collaborations**.

- **Saved more than 33,845 engineering hours (~£5m in savings)** to the business over 1.5 years by leading the implementation of a company-wide design system.

- **Defined overall design direction**, introducing a scalable design language for the Beamery product UI. This unlocked the modernisation of the company's products and allowed it to **fulfil the strategic goal for accessibility compliance**.

- **Improved the Product Design team's engagement** with Design Ops initiatives (e.g., onboarding process, values & principles, etc.) **Co-developed the progression framework** for IC Product Designers and Design Managers.

Design Systems Lead, Product Designer

Intercom │ 2018 - 2021 │ Dublin, Ireland

- Drove the development of the design system, and brought it to **high maturity and adoption** with 50+ components, internal Figma plugins, and a Mac app.

- **Saved 40+ engineering days** and **achieved 100% designer engagement** during the pilot launch by transitioning the design system to a federated model.

- Enhanced the Reporting product, leading to a **42% increase in report views**, **+3% increase of Weekly Active Users** and zero customer churn.

- Launched several internal Figma plugins that **streamlined designers' workflows** and **increased design consistency**. Developed **onboarding processes** for new designers and **improved the design critique process**.

Chief Designer

Mail.Ru Group │ 2016 - 2018 │ Moscow, Russia

- Initiated and **drove the development of the design system**, brought it to maturity, scaled across the suite of 28+ products, and made it public.

- Led **DesignOps initiatives** to introduce design critiques and planning in Jira. Drove the transition of the team from Photoshop to Sketch.

- Initiated the revamp of the account recovery form, **resolving a major pain point** for over 19M daily users and **saving the company money** on SMS billing.

Design Group Lead

Yandex │ 2013 - 2016 │ Moscow, Russia

- **Led a team of 3 product designers** responsible for a suite of productivity services (Mail, Calendar, Cloud) with a total audience over 32M MAU.

- Initiated and **drove the redesign of the core product** (Yandex.Mail) all the way to its successful rollout to 100% of the audience.

WHY ME

- Nurtured design teams, and led them to real impact
- Strategic thinker, focused on tangible outcomes
- Experienced in scaling high-impact products
- Bringing teams and together

EXTRA-CURRICULAR

- Creator of the first online course on design systems in Russian language with over 100 graduates.
- Mentor at ADPList
- Leader at Friends of Figma London
- Speaker at Design Systems London
- Co-founder of Design systems club –a curated gallery of design systems created by Russian companies.

SKILLS

- Strategic Design Leadership
- Design Direction
- Strategic Planning
- Senior Stakeholder Management
- Communication
- Cross-functional Collaboration
- Design Systems
- Design Ops
- Figma