Andrei Sundiev

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

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Design Director

Beamery │ 2021 - CURRENT │ London, UK

- Spearheaded the **transition of the Product & Design team towards AI-first product development** with rapid GenAI-based prototyping and customer validation. Led by example, building demos that led to highly productive sales engagements.
- Unlocked **company-wide access to critical customer insights** by building an internal resource based on the Productboard API.
- Rebuilt Marketing Design as a lean, **high-impact function**, driving higher engagement and lead generation while **cutting spend on critical assets**. The team's customer satisfaction was boosted by **+16% YoY (CSAT: 92%)** and **eNPS by +8% (eNPS: 92)**.
- Contributed to **6x increase in deal close rate** and **2x increase in deal size** by enabling Sales with templates and automations.
- **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.