

# Andrei Sundiev

13+ years leading Product Design and Design Systems.

Mentor, speaker, builder.

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## Design Director

DevRev | Feb 2026 - CURRENT | London, UK

- Leading the **Foundations division (~10 teams)**: a suite of cross-cutting services for the entire organisation.
- Established and made operational the design system team. **Reducing the entropy and fragmentation in the product**. Increasing the product velocity through tooling, systems and operations.
- Facilitating **AI-first design culture**.

## Design Director

Beamery | 2021 - 2026 | 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.

## WHY ME

- Spearheading the AI-first transformation in Product & Design org
- Player-coach with a diverse skillset
- Nurturing high-performance design teams for real impact
- Strategic thinker, focused on tangible outcomes
- Experienced in scaling high-impact products

## EXTRA-CURRICULAR

- **Creator** of the first online course on design systems in Russian language with over 100 graduates and 90% satisfaction rate.
- **Creator** of NeuralStream — AI-powered cinematic recommendation tool.
- **Creator** of Lespal — music lessons tracker app.
- **Co-founder** of Design systems club — a curated gallery of design systems created by Russian companies.
- **Mentor** at ADPList
- **Speaker** at Design Systems London

## SKILLS

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