

# Igor Leygerman

## Lead Product Designer

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### Education:

#### **Bachelor of Arts (BA)**

Pennsylvania State University (PSU)  
Vice President: PSU Graphic Design Club

### Core Capabilities:

AI-Assisted Design

Product Strategy & Roadmapping

End-to-End Product Ownership

AI-Driven Product Design & Workflows

User Research & Discovery Leadership

Data-Driven Decision Making

Design Systems & Scalable UX  
Architecture

Cross-Functional Leadership

Systems Thinking Across Platforms (Web,  
Mobile, Hardware)

Design Engineering Front End

Blockchain, Defi, Web3 Fintech  
Technology

### Professional Summary:

Hybrid Product Leader with 20+ years of experience operating at the intersection of product strategy, UX design, and AI-powered development. Proven track record of owning the full product lifecycle-from discovery and market analysis to execution and delivery-across SaaS, mobile, and hardware-integrated ecosystems.

Experienced in building AI-native workflows and AI Agent Interfaces, translating complex systems into intuitive user experiences, and driving measurable business outcomes through human-centered design and data-informed decision making.

### Work Experience

#### **Lead Product Designer**

Liftlab

2024–Current – Present

- Lead end-to-end product development of an AI-powered Marketing Analyst Agent, defining product strategy, UX, and system behavior to help enterprise clients optimize marketing spend through predictive analytics.
- Built and operationalized AI-assisted design and research workflows, accelerating iteration speed and enabling rapid synthesis of complex data into product decisions.
- Designed forecasting tools and executive dashboards that translated large-scale datasets into actionable business insights, directly influencing customer investment strategies.
- Established a scalable design system and cross-platform architecture, improving engineering velocity and ensuring consistency across product surfaces.
- Partner with executive leadership to define product vision, success metrics, and roadmap, aligning user needs with business objectives.

#### **Lead Product Designer**

Allora Labs

2022 – 2024

- Owned product strategy and design execution for a suite of DeFi platforms, including NFT liquidity pools, token swaps, and index products.
- Launched an AI Agent Cryptocurrency Network, designing systems that connected machine learning models with decentralized infrastructure.
- Led 0-1 product development cycles in fast-moving markets, balancing user experience, technical constraints, and business viability.
- Facilitated cross-functional alignment with founders and engineers, driving clarity in ambiguous and emerging product spaces.

### **Principal Product Designer**

Hello Landing

2021 – 2022

- Designed and shipped mobile features for lease management and keyless entry, improving access control experiences and reducing support tickets by 62%
- Delivered a user-centered support ecosystem (in-app ticketing, workflows), increasing NPS by 32% and reducing call volume by 45%.
- Built internal operational tools for logistics and inventory, applying systems thinking across digital and physical touchpoints.

### **Director of Design and Product Design Manager**

PeopleGrove

2018 – 2021

- Led product and design strategy across mobile and web platforms, driving a 28% increase in engagement and 21% growth in user acquisition.
- Built and scaled the design organization, establishing processes for research, discovery, and cross-functional collaboration.
- Directed user research and market validation initiatives with major institutions (UCLA, Penn State, Ohio State), informing product direction and business strategy.

### **Principal Product Designer**

Comcast Xfinity Mobile

2016 – 2019

- Architected core end-to-end user experiences for a national mobile carrier, contributing to successful market entry against major competitors.
- Designed internal platforms for diagnostics, onboarding, and billing, reducing churn and improving operational efficiency.
- Collaborated across engineering and business teams to align customer experience with business outcomes.

### **Lead Product Designer**

Sparkcentral

2014 – 2016

- Designed enterprise-scale customer service platforms for Tier-1 clients including Uber, Emirates, Delta, and T-Mobile.
- Facilitated high-level design workshops with stakeholders and clients to iterate on high-volume communication features.
- Design team management and strategy.

### **Sr. Product Designer**

QVC

2011 – 2014

- Led UX for QVC's global mobile and tablet applications, winning the "Interactive Design" award for high-performance prototyping.