# Nilufar Safarli

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## Profile

Design Engineer and UX/UI Designer with a product ownership background. Before opening any design tool, I research the problem, talk to users, and align on business objectives. That foundation shapes what I design in Figma: interfaces, systems, and flows. From there, I build functional web components and work directly alongside engineers until the product successfully ships.

## Education

Bachelor of Computer Science in ASOIU
2022 - 2026

Product Ownership at IDTech Academy
Scholarship recipient · 3-month intensive program - 2025

## Skills

**Design**: Figma, UI/UX, Design Systems, Wireframing, Prototyping, Information Architecture, Visual Hierarchy, User Research

**Engineering**: HTML, CSS, Cursor, Figma-to-code, Prompt Engineering, Animation libraries, Design-to-dev handoff

**Product**: Product ownership, Roadmapping, Customer discovery, Stakeholder alignment, Agile workflow

**Soft Skills**: Cross-functional collaboration, Critical thinking, Problem-solving, Working in small teams

## Experience

*UX/UI Designer* *August 2026 – Present Crocusoft MMC*

Drive end-to-end product design for enterprise clients across FinTech, logistics, and e-commerce. Transform complex business requirements into intuitive B2B and B2C web and mobile applications, conduct user research and usability testing to handle user journeys, and architect scalable Figma design systems to optimize handoff processes. (Detailed case studies and project specifics are restricted due to Non-Disclosure Agreements).

*Co-Founder & Design Engineer* *August 2025 – Present Luhive*

Co-founded an intelligence and community analytics tool from zero. Own the full design-to-build pipeline, conducting customer discovery, making product decisions, designing the interface in Figma, and building frontend with Cursor. Represent the product at startup forums and tech seminars.

1. Luhive: Designed the full product - website and app interface from scratch in Figma, covering UX

research, information architecture, and visual design.

*Design Engineer* *June 2025 – Present Maestro Studio*

Work directly with clients to align business goals with user needs, then execute across UX research, interface design, and design systems in Figma.

1. Maestro Studio Website: Designed the studio's service showcase website. Structured trust signals, partner testimonials, a blog, and contact forms to serve both client acquisition and recruitment goals.

2. Impact.az: Led a full UX redesign for a sustainable investment platform. Diagnosed critical user flow failures, restructured information architecture, and redesigned service pages to improve clarity and conversion.

3. AFAZ Chamber: Designed a multi-page corporate platform for an Azerbaijan-Africa trade cooperation body. Covered information architecture, partner showcase, news, events, gallery, and inquiry flows across a Next.js-based site.

*Freelance Design Engineer*
Cursor Community Baku

1. Cursor Baku Website: Designed the website for Baku's AI-assisted developer community, covering events, gallery, and community onboarding flows. Built in Next.js and powered by Luhive, the platform serves students, developers, and startupers across Azerbaijan.

*UX/UI Designer* *July 2025 – October 2025 Meaningo*

Worked on a kids' language learning platform, contributing across UX research, information architecture, and interface design. Applied psychological principles to shape how young users navigate and engage with content. Delivered wireframes and prototypes in Figma in close collaboration with the product team.

*UX/UI Designer* *December 2024 – June 2024 Turing Academy*

Learning Management System: Joined a hackathon-style sprint to kickstart an internal LMS. Led UX research, shaped user flows, and designed a minimal interface aligned with Turing Academy's design system.

*Game UI Designer*
Dark Night Studio

1. Turkic GameJam 2025: Designed navigation, interface layouts, and culturally authentic UI elements for an international game jam built around Turkic mythology. Published on itch.io.
2. Gamepons: Designed in-game UI, interactive buttons, and overlays for a neobrutalist city-building game. Iterated on player feedback to refine the experience alongside developers and artists.

*UX/UI Designer*
Hackathons: SUP.VC, GDG Baku

1. Sanatgah - A platform to showcase Azerbaijani art and connect local artists with enthusiasts. Applied benchmarking and research to drive interaction design. Designed a minimal interface with pale green and gold accents reflecting the cultural identity.

2. Linkable - An AI-powered tool to save, analyze, and summarize web links. Contributed to ideation, UX research, and designed a clean black-and-white interface keeping focus on content over decoration.

## Language

• Azerbaijani (Native) • English (Upper Intermediate) • Turkish (Fluent)