Nick Devashvili

Senior Product Designer | Design Systems | Product Design Leadership
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SUMMARY

Senior Product Designer and former Product Design Manager with 8+ years designing consumer and B2B products across fintech, telecom, mobility, logistics and gaming. Owns the full cycle: discovery, requirements, UX, UI, design systems, handoff and iteration. Initiated a company-wide design system at IDT, led 5 designers at Yassir (YC W20) on a 10M+ user super-app, and co-designed a mortgage product used by 2M+ people. Awwwards Young Jury member; two-time hackathon winner (Google, Microsoft).

EXPERIENCE

Senior Product Designer | **IDT Corporation** | New York, US (Remote) | Sep 2025 – Oct 2026

- Owned design direction for IDT's consumer and B2B apps and services, partnering with product and technical product owners.
- Led the full workflow from ideation and UX through UI, handoff and post-handoff support with engineering.
- Contributed to the BR6 design system and initiated BR7, the next company-wide design system.
- Rated a top performer; left with outstanding scores in the final quarterly review.

Product Design Manager | **Yassir (Y Combinator W20)** | Palo Alto, CA, US (Remote) | 2022 – 2025

- Owned design roadmap and prioritization for a North African super-app (rides, delivery, payments) with 10M+ users in 96 cities.
- Redesigned the grocery app, driving an estimated 20% revenue increase and a 25% higher average order value.
- Onboarded 100,000+ partners onto the Store platform.
- Managed a team of 5 designers; ran discovery, wrote requirements and managed delivery with engineering and data teams.
- Improved onboarding and conversion funnels through experiments, and localized flows for Arabic (RTL) markets.

Head of Product Design | **Lambda Games** | Remote | May 2021 – Oct 2022

- Led product design for next-gen iGaming products across web and mobile, setting UX, UI and motion standards (After Effects).
- Built the design function: hiring, interviewing, onboarding and day-to-day team operations.

User Experience Manager | **VEON** | Tbilisi, Georgia | Jan 2020 – Apr 2021

- Managed UX and visual design for VEON's Beeline mobile and web apps, serving telecom markets across Asia, Africa and Europe.
- Ran user interviews and turned findings into flows with project managers; designed responsive web and eSIM experiences.

Product Designer (Part-time) | **TBC Bank** | Tbilisi, Georgia | Jan 2019 – Jan 2020

- Designed a mortgage loan product with McKinsey, now serving 2M+ users: wireframes, user flows, personas and journey maps.

User Research and Analytics Advisor | **Livo (TBC Bank affiliate)** | Tbilisi, Georgia | May 2019 – Jan 2020

- Ran UX research (interviews, personas, JTBD, Hotjar and VWO analysis); presented findings to stakeholders and the CEO.

Product Designer | **Digitalmate** | Tbilisi, Georgia | Aug 2018 – Aug 2019

- Designed responsive web products using user-centered design methods.

Co-Founder, Business Development Manager | **Nefster Games** | Tbilisi, Georgia | Jan 2015 – Jan 2018

- Co-founded an AR/VR studio, grew it to 12+ people in a year and led business development and sales; shipped 6+ AR/VR apps for 2 of Georgia's largest companies and 3 international clients.

AWARDS AND RECOGNITION

- Young Jury Member — Awwwards | Dec 2024 – Present
- 1st Place — Microsoft Garage48 Hardware & Arts Hackathon | Dec 2015
- 1st Place — Google Developers Hackathon | Nov 2015

SKILLS

Product Design: UX Design, UI Design, Interaction Design, iOS and Android Apps, Responsive Web Design, Wireframing, Prototyping
Design Systems: Design System Strategy, Component Libraries, Atomic Design, Design Tokens, Design-to-Code (Storybook)
Research and Strategy: User Research, User Interviews, Personas, Jobs to Be Done, Journey Mapping, Product Discovery, Requirements, A/B Testing, Conversion Optimization, Localization (Arabic RTL)
Leadership: Design Leadership, Team Management, Hiring, Roadmapping and Prioritization, Cross-functional Collaboration, Agile
Tools: Figma, Storybook, After Effects (Motion Design), Hotjar, VWO, Unity, Autodesk 3D tools

CERTIFICATIONS AND COURSES

Unity Certified Associate; Design Systems (Dan Mall); 3D Animation (Autodesk); Electrical Engineering Basics; Java Programming

EDUCATION

Georgian Technical University | Tbilisi, Georgia
Computer Science
Business and Technology University | Tbilisi, Georgia
Business

CONTRACT WORK

- **FULFLLD (logistics SaaS) — Product Designer:** building a Figma design system aligned with the live web app and Storybook.
- **Shopthing — Solo Product Designer:** initiated the design system and shipped 100+ features.