

# DAVID

# BABIJAEV

Senior Product Designer

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## EDUCATION

**Technion — Israel Institute of Technology**

**Bachelor of Engineering:**

*Human- Computer Interaction & Digital Design*

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## SKILLS

- Product Design
- Design Systems
- B2B SaaS
- Enterprise UX
- Complex Workflows
- Figma
- Design Tokens
- HTML & CSS
- Headless CMS
- IoT Interfaces

## SUMMARY

Senior product designer, 20+ years in B2B SaaS. I work on dense, rules-heavy products where users are experts and the UI has to disappear so the job can get done. Strongest in design systems, complex enterprise workflows, and shipping close to engineering. Technion HCI graduate.

## WORK EXPERIENCE

### **OEC — Senior Product Designer**

*Toronto, ON · May 2025 to Present*

Product designer in the Collision Repair suite, working on tools used by insurers and body shops across North America. Complex, rules-driven workflows where small UX decisions affect real business outcomes for customers. Contributing across reporting, workflow, and shared components within an established product design organization.

### **ZoomInfo — Product Designer (Contract)**

*Remote · Jun 2024 to Dec 2024*

Designed on ZI Workflows, focused on the data table and filtering UX used daily by sales and revenue operations teams. Worked inside a mature design system with high power-user expectations.

### **Agility CMS — Principal Product Designer**

*Toronto, ON · Jan 2022 to Apr 2024*

Built Plenum, the design system underpinning the Agility CMS product. Took it from zero to a working component library and spent two years scaling it across the platform. Led design on customer-facing features in a headless CMS serving mid-market and enterprise content teams.

### **SimpleTire — Senior Product Designer (Contract via Toptal)**

*Remote · Aug 2023 to Oct 2023*

Redesigned a key part of the SimpleTire shopping experience. Selected as a featured Toptal case study.

### **RBC — Senior Product Designer (Contract)**

*Toronto, ON · Sep 2021 to Jan 2022*

Designed on Digital Investing products inside RBC's enterprise design organization. Worked within bank-grade design system and compliance constraints.

## CERTIFICATIONS

- **Foundations of User Experience (UX) Design**  
*Google · 2024*
- **Uxcel Design Foundations**  
*Uxcel · 2020*

### **Insticator — Senior Product Designer**

*Remote · Jan 2021 to Jul 2021*

Designed Publisher Portal 2.0, the dashboard publishers use to manage Insticator's ad and engagement products on their sites. Ran cross-functional workshops to align product and engineering on scope before build.

### **Berner International — Principal Product Designer**

*Montreal, QC · Sep 2018 to Jan 2021*

Led design for a connected air curtain product line, including IoT control apps (mobile and web) and on-device interfaces. Translated dense HVAC engineering data into something a facilities technician could use on a phone in a doorway.

### **DORMAKABA Canada — Product Designer (Contract)**

*Montreal, QC · Jul 2018 to Sep 2018*

Unified mobile and web platforms for access control products into a single responsive system.

### **Tecsys — UX/UI Designer**

*Montreal, QC · Nov 2012 to Jun 2018*

Five and a half years designing supply chain and warehouse management software for hospitals, distributors, and third-party logistics providers. Built and maintained the design system used across the product line.

## LANGUAGES

*English*



*Hebrew*



*Russian*



## PROJECTS & OUTSIDE EXPERIENCE

### **iYurek AI Trading Dashboard**

*Product Designer | 2025*

Designed the trader-facing dashboard for iYurek, an AI-powered trading intelligence SaaS by Wall Street Business Academy Holdings. Dense real-time data, multi-pane workflow, and signal density tuned for active traders.

Live product: [View dashboard](#)

### **Website Design for Medical App**

*Web Designer, UX Designer | May 2024*

PainPoint Medical App needed a flexible, easy-to-use, well-converting website. I simplified the navigation and highlighted the app's main advantages.

Live project: [View live site](#)

### **Aquanomix Dashboard**

*Product Designer | Contract | 2024*

Redesigned the operations dashboard for Aquanomix, a B2B SaaS platform in the water utilities space. Focused on data density, real-time monitoring patterns, and information hierarchy for operators managing complex infrastructure.

Live prototype: [View prototype](#)