

Atai Aitaliev

Senior Product Designer · B2B SaaS · Design Systems · AI-Native Workflows

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Case studies: atai.design/ndx.html (enterprise aviation) · atai.design/techsbook.html (field service marketplace)

Bishkek, Kyrgyzstan (UTC+6) · Remote-first, open to relocation for the right role · Available now, open to offers since July 2026

Summary

Senior Product Designer with 8 years on complex B2B SaaS: enterprise aviation ground operations, field service marketplaces, and CRM. I led end-to-end design for NDX GroundOps and NDX Inspections, which Signature Aviation selected for a network-wide US fuel-QC rollout. I designed the Techsbook booking-recovery flow that linked 31% of zero-result searches to a paid booking in its first 8 weeks. I turn dense, multi-year product complexity into explicit states people can verify, build multi-brand design systems that scale without duplicating components, and work AI-native (Figma MCP, Claude Code) from architecture exploration through design-to-code handoff.

Experience

Axel LLC: Lead Product Designer

October 2019 - June 2026 · Bishkek, Kyrgyzstan

Axel builds B2B SaaS products end-to-end for enterprise aviation, field service, and CRM clients.

- **NDX GroundOps and NDX Inspections (2021-2026).** Led end-to-end product design on two B2B SaaS platforms for Fixed-Base Operators (private aviation terminals), from the first concept through the end of my engagement, across web, iOS, and Android. Deployed at Signature Aviation, Jet Aviation, Atlantic Aviation, and Sheltair.
- **External validation (team result).** Signature Aviation selected NDX Inspections for a network-wide US fuel-QC implementation, announced October 2024, with roughly a third of its US locations already working with the product at that point. NDX is a technology partner in the NATA Fuel QC Management System programme.
- **Rebuilt GroundOps after a failed hardware bet.** A beacon-based collision-prevention hypothesis passed controlled city tests but proved unreliable on active ramps, and product and engineering stopped the hardware direction. I redesigned the product around explicit operational states, human confirmation, exception handling (unknown hangar height, offline capture), and traceable records, so a tow cannot look finished before the work is.
- **2026 NDX Ramp redesign.** Reduced the activity status model from 8+ states to 3, unified the previously split Services and Ground Ops dashboards, and resolved recurring cross-client bugs in aircraft state tracking.
- **NDX Inspections and the ATA 103 compliance loop.** Designed digital fuel-quality inspections so that finishing an inspection never closes a fault that was found: discrepancy, corrective action, out-of-service, and a required return-to-service inspection stay linked to the same equipment with an audit trail.
- **Techsbook Direct Booking, zero-result recovery (2026).** Designed the recovery flow for failed technician matching in 6 weeks with a PM and 2 engineers; released April 2026 on iOS, Android, and web. In the first 8 weeks (no control group), 31% of zero-result sessions were linked to a paid booking where the product previously had no continuation at all, 68% of users shown the reason sent a coordinator request, and median time to first coordinator response was 4.2 hours with 94% answered within the business day.
- **Research and validation.** Sized that failure before designing it: product analytics (12% of sessions with a selected service ended with no result, 83% of those left the app within a minute), 47 support tickets a month, and 6 customer interviews. A moderated prototype test with 5 customers changed two screens and removed an unverifiable response-time promise from the confirmation screen. Reason data showed 71% of zero results came from certification rather than radius, which became the business case for widening the PRO360 training programme.
- **Multi-brand design system.** Designed a three-tier token architecture using Figma variables: primitives, semantic platform, and semantic theme. Enabled brand-specific UIs across the product portfolio without duplicating components.

- **Revbase (B2B CRM).** Redesigned the Lead Detail sidebar and the data-deduplication workflow to surface predictive intent signals and reduce sales-team friction.
- **AI-native workflow.** Integrated Figma MCP and Claude Code into daily design practice for architecture exploration, component generation, and design-to-code handoff. Cut iteration time on complex flows and freed time for discovery work.
- **Design direction and team.** Owned the design direction across client products: reviewed other designers' work, mentored middle and junior designers, and worked through edge cases with engineers and QA.

Timelysoft: Frontend Developer, then Web Designer

September 2018 - October 2019 · Bishkek, Kyrgyzstan

- Started as a frontend developer building responsive UI components and landing pages.
- Moved into web design focused on CRM interface usability. That frontend grounding still shapes how I think in components, tokens, and constraints, and how I hand work to engineers.

Skills

Product Design: B2B SaaS, enterprise UX, operational and compliance workflows, state modelling, information architecture, edge-case and offline design, dense data interfaces, cross-platform (web, iOS, Android), cross-functional collaboration.

Research and Validation: product analytics, support-ticket analysis, customer interviews, moderated prototype testing, service blueprinting, decision matrices, measurement planning.

Design Systems: multi-brand token architecture, Figma variables, three-tier token structure (primitives, semantic platform, semantic theme), component architecture, design-to-code parity.

AI-Native Workflow: Figma MCP, Claude Code, Cursor, v0; applied to architecture exploration, component generation, prototyping, QA, and design-to-code handoff.

Tools: Figma, Framer, Webflow, Cinema 4D, Illustrator, Photoshop, Notion, Linear.

Selected Case Studies

NDX: Ground operations that teams can verify · enterprise aviation, 2021-2026 · atai.design/ndx.html

A hardware safety promise failed in the field. The rebuild: explicit operational states, human confirmation, unknown-data handling, offline inspections, and a compliance loop where finishing an inspection does not close the fault. Includes the judgement error I made and what I would test next.

Techsbook: A zero-result search became a recovered booking · field service marketplace, 2026 · atai.design/techsbook.html

Diagnosis from analytics, tickets, and interviews; a five-state eligibility model shared by map and list; five options weighed against honesty and order continuity; moderated prototype testing; a service blueprint with a named owner; and the measured result with its limits stated.

Languages

English (B2, professional working proficiency) · Russian (native) · Kyrgyz (native)