

ANTON BADASHOV

Head of Design & Design Engineer

New York, NY

I shape product direction and stay hands-on through design and code. My work spans payments, mobility, and AI, from building design teams to crafting the interactions that reach customers.

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SELECTED EXPERIENCE

Escargot / Head of Design

Sep 2025 - Present

AI-personalized relationship product · iOS and web · New York

- Shaped the shift from one-off cards to a relationship product with the founders; grew revenue 9x and 3-month retention from 16% to 41%.
- Designed app and web expansion; built Remix's AI card-personalization experience in SwiftUI and Metal, plus an analytics system unifying six data sources.

Ziina / Head of Design

Sep 2020 - Sep 2025

Consumer and business payments · YC W21 · \$22M Series A · Dubai

- Joined as first employee; built a three-designer team and shaped strategy and executive hiring with the founders.
- Led design across Ziina's payments ecosystem with \$300M annualized volume, spanning wallet, payment links, gateway, Tap to Pay, and Visa card.
- Introduced ZiiBoard, a payment keyboard for iOS and Android; one in ten businesses ran entirely on it.

Careem / Senior Product Designer → Design Lead

Oct 2018 - Sep 2020

Mobility platform · Acquired by Uber for \$3.1B · Dubai

- Led ride-hailing design for 4M+ monthly riders in 14 countries; shaped the mobility North Star and ran experiments cutting high-ETA cancellations 18%.
- Designed Careem Bus from field research to launch; led Careem for Business design and managed two designers.

Yandex / Senior Product Designer

Dec 2017 - Oct 2018

Intercity travel · Moscow

- Led design for Yandex Buses' branded-operator launch across passenger apps, operator tools, and fleet identity; coded the first onboard portal.

Groupon / Product Design Head

May 2016 - Nov 2017

Local commerce · Moscow

- Recruited and led three designers; delivered a cross-platform redesign that increased sign-up completion 30% and purchase conversion 25%.

RECOGNITION

Red Dot - 2021 · UX Design Award - 2021 · Golden A' Design Award - 2020-21

Published US patent application (ZiiBoard) - first-named inventor

EARLIER WORK AND PRACTICE

Duo Sapiens - Design Mentor, 2022 - Present

RAMBLER&Co - Lead Product Designer, 2013 - 2015 · Storia - Design Lead, 2015 - 2016

CAPABILITIES: Product strategy · Visual and interaction design · Prototyping · SwiftUI · Metal

EDUCATION: Bryansk State Technical University, Master's degree in Computer Science, 2007 - 2012 · Reforge, Advanced Growth Strategy (2021); Product Strategy (2022)