

Igor Leygerman
Lead Product Designer | Product Strategy |
AI-Driven Product Development

Contact

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Portfolio:

<https://igorswork.com/>

Education:

Pennsylvania State University (PSU) Bachelor of Arts
(BA) Vice President: PSU Graphic Design Club

Professional Summary:

Hybrid Product Leader with 20+ years of experience operating at the intersection of **product strategy, UX design, and AI-powered development**. Proven track record of owning the full product lifecycle—from discovery and market analysis to execution and delivery—across **SaaS, mobile, and hardware-integrated ecosystems**.

Specializes in building **AI-native workflows**, translating complex systems into intuitive user experiences, and driving measurable business outcomes through human-centered design and data-informed decision making.

Core Capabilities:

Product Strategy & Roadmapping
End-to-End Product Ownership
AI-Driven Product Design & Workflows
User Research & Discovery Leadership
Data-Driven Decision Making
Design Systems & Scalable UX Architecture
Cross-Functional Leadership
Systems Thinking Across Platforms (Web, Mobile, Hardware)

Work Experience

Liftlab - Lead Product Designer

2024 - Current

- Led end-to-end product development of an AI-powered Marketing Analyst Agent, defining product strategy, UX, and system behavior to help enterprise clients optimize marketing spend through predictive analytics.
- Built and operationalized AI-assisted design and research workflows, accelerating iteration speed and enabling rapid synthesis of complex data into product decisions.
- Designed forecasting tools and executive dashboards that translated large-scale datasets into actionable business insights, directly influencing customer investment strategies.
- Established a scalable design system and cross-platform architecture, improving engineering velocity and ensuring consistency across product surfaces.
- Partnered with executive leadership to define product vision, success metrics, and roadmap, aligning user needs with business objectives.

Allora Labs - Lead Product Designer

2022 - 2024 - Full Time

- Owned product strategy and design execution for a suite of DeFi platforms, including NFT liquidity pools, token swaps, and index products.
- Launched an AI Agent Cryptocurrency Network, designing systems that connected machine learning models with decentralized infrastructure.
- Led 0→1 product development cycles in fast-moving markets, balancing user experience, technical constraints, and business viability.
- Facilitated cross-functional alignment with founders and engineers, driving clarity in ambiguous and emerging product spaces.

Hello Landing - Principal Product Designer

2021 - 2022 - Full Time

- Designed and shipped mobile features for lease management and keyless entry, improving access control experiences and reducing support tickets by 62%.
- Delivered a user-centered support ecosystem (in-app ticketing, workflows), increasing NPS by 32% and reducing call volume by 45%.
- Built internal operational tools for logistics and inventory, applying systems thinking across digital and physical touchpoints.

PeopleGrove - Director of Design and Product Design Manager

2018 - 2021 - Full Time

- Led product and design strategy across mobile and web platforms, driving a 28% increase in engagement and 21% growth in user acquisition.
- Built and scaled the design organization, establishing processes for research, discovery, and cross-functional collaboration.
- Directed user research and market validation initiatives with major institutions (UCLA, Penn State, Ohio State), informing product direction and business strategy.

Comcast Xfinity Mobile - Principal Product Designer

2016 - 2019 - Full Time

- Architected core end-to-end user experiences for a national mobile carrier, contributing to successful market entry against major competitors.
- Designed internal platforms for diagnostics, onboarding, and billing, reducing churn and improving operational efficiency.
- Collaborated across engineering and business teams to align customer experience with business outcomes.

Sparkcentral - Lead Product Designer

2014 - 2016 - Full Time

- Designed enterprise-scale customer service platforms for Tier-1 clients including Uber, Emirates, Delta, and T-Mobile.

- Facilitated high-level design workshops with stakeholders and clients to iterate on high-volume communication features.
- Design team management and strategy.

QVC - Sr. Product Designer

2011 - 2014 - Full Time

- Led UX for QVC's global mobile and tablet applications, winning the "Interactive Design" award for high-performance prototyping.