

Igor Leygerman

Principal Product Design Lead

Contact

igorleygerman@gmail.com

<https://www.linkedin.com/in/igor-leygerman-0b163419>

Portfolio:

<https://igorswork.com/>

Education:

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

Professional Summary:

Product Design Leader and Manager with 20+ years of experience architecting high-impact solutions for enterprise leaders (Comcast, QVC) and high-growth startups (LiftLab, Hello Landing). Expert in Fintech, Web3, and AI-driven analytics, with a proven track record of scaling design systems and leading cross-functional teams. Specialized in transforming complex technical requirements into intuitive, data-dense user experiences.

Work Experience

Liftlab - Lead Product Designer

2024 - Current

- Spearheaded the design and launch of the LiftLab AI Marketing Analyst Agent, enabling enterprise clients to optimize marketing spend through predictive analytics and autonomous data synthesis.
- Architected and implemented a scalable Design System and component library, increasing development velocity and ensuring cross-platform visual consistency.
- Designed a Marketing Budget Forecasting Tool and advanced Insights Dashboards to transform complex datasets into actionable executive intelligence.
- Collaborate with executive leadership to define product roadmaps and integrate design-thinking methodologies across the organization.

Allora Labs - Lead Product Designer

2022 - 2024 - Full Time

- Designed and deployed decentralized finance (DeFi) solutions, including NFT Liquidity Pools, Token/NFT Swaps, and NFT Indices Platforms.
- Launched the Allora Labs AI Agent Cryptocurrency Network, bridging the gap between machine learning models and blockchain infrastructure.
- Directed all product design vision and process timelines in partnership with founders to meet Web3 market cycles.

Hello Landing - Principal Product Designer

2021 - 2022 - Full Time

- Launched iOS features for lease management and keyless entry, resulting in a 62% reduction in customer support tickets.
- Shipped an in-app support ticketing system that improved NPS scores by 32% and reduced support call-ins by 45%.
- Developed internal warehouse inventory applications and admin tools to streamline

operations for national apartment furnishing logistics.

PeopleGrove - Director of Design and Product Design Manager

2018 - 2021 - Full Time

- Redesigned the end-to-end mobile and desktop application, driving a 28% increase in user engagement and a 21% lift in new sign-ups.
- Built and scaled the design department, overseeing hiring, strategy, and cross-team collaboration for the startup.
- Managed user research initiatives across major institutions including UCLA, Penn State, and Ohio State to validate product-market fit.

Comcast Xfinity Mobile - Principal Product Designer

2016 - 2019 - Full Time

- Architected the core user experience for Xfinity Mobile, competing directly with major carriers like Verizon and AT&T.
- Designed internal agent platforms for remote diagnostics, device activation, and billing, significantly reducing churn during the onboarding process.

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.

