

Maggy Golomonosova

AI-Agentic Art Director • Digital Art Director • Head of Design • Design Manager • Design Lead
Lisbon (Remote/Hybrid) | [LinkedIn](#) / Portfolio

Design Leader with 15+ years of design experience and an extensive background in managing design teams (5–20 people) in corporations, design studios, and startups. Focused on B2C products, with experience in B2B, B2G, and SaaS (5M users). Worked at Mail.ru, Rostelecom, and Looch Design Studio (Top-3 in CIS).

◆ **AI proficiency:** Cursor+Claude+Figma MCP, Gemini+Midjourney, Perplexity, Obsidian, Krisp, Agentic-first workflow

Tools: Figma, Adobe Photoshop, Adobe Illustrator

How I Work

- Product design strategy for business, taking full responsibility for the product
- Human-centered, modern design
- Ethical and consistent design leadership, empathy, mentoring, and team development
- Multidisciplinary approach to design, systems thinking
- Strategy for step-by-step AI integration to automate design processes

What I Do

- Design concepts, UX/CX research, User Experience Design (UED)
- Hiring, onboarding, 1:1s, retrospectives, design reviews, individual development plans (IDPs), assessments, competency matrices, mentoring, strategy sessions, visual experience practices for designers
- Building design processes from scratch, auditing existing processes, frameworks for different project types, presales, commercial proposals, stakeholder management

Experience

Art Director | Looch Design Studio (Apr 2025 – Jan 2026)

- Created and defended design concepts for presales. This brought the studio contracts with 3 major clients.
- Built a new design team from scratch (hiring, onboarding, IDPs, assessments).
- Built a design framework for fast and strong tender submissions.
- Initiated a track to integrate AI into design processes.

Head of Design Team | Rostelecom (Jan 2018 – Jun 2024)

- Launched a design team from scratch. Implemented onboarding, 1:1s, retrospectives, IDPs, assessments, and design reviews. In 1.5 years, I raised a lead and separated a new direction from my team. This allowed the studio to take on twice as many orders.
- Shifted development from a project-based to a product-based approach. This reduced the Time-to-Market for new features by 25% and directly influenced the growth of key metrics.
- Designed and implemented a cross-team designer exchange. Eliminated specialist downtime and saved 15% of the clients' resource budget.

- Built a system for working with stakeholders of varying technical backgrounds. Introduced an expectation management framework, which reduced the number of edits and sped up layout approvals by 30%.
- Held a strategy session for managers. Linked the company's business goals with the tasks of each design team. Introduced a tracking system (OKR). Plan execution went from 40% to 85%.
- Invented and launched the "TALKS" format and Work-Life Balance masterminds for 40 people. Reduced burnout during COVID from 4–5 cases per month to 1–2 cases.

Senior Product Designer | Rostelecom (Jan 2015 – Jun 2024)

- Implemented a system of deep UX research. Based on it, we updated the product, which increased the app's rating from 3.5 to 4.7 in the App Store and Google Play.
- Designed interfaces for key ecosystem products (Smart Home, Rostelecom Video Surveillance, Rostelecom Key, HR portal). Was responsible for complex UX scenarios and visual language.
- Created and launched a special project: promo merchandise, wrote an article about the process on VC. The project strengthened the studio's brand within the company and its visibility externally.

Senior Product Designer | Mail.ru Group (Aug 2013 – Oct 2015)

- Designed UX/UI for a high-load B2C product, conducted design audits (31.5M users).
- Created promo landing pages for special projects.

Awards

- **Best Application** ★ Issued by goldensite.ru, Feb 2021 Gained the "Best Application" award with the Rostelecom Key app in the "Golden Application" nomination.
- **Employee of the year** ★ Issued by Rostelecom, Dec 2020 Ranked in the TOP-10 internal "Employee of the year" award among 2,500 employees.
- **Honorable Mention** ★ Issued by <https://www.google.com/url?sa=E&source=gmail&q=awwwards.com>, Nov 2020 Received an "Honorable Mention" at the "Awwwards" competition with the Rostelecom website.

Publications

- [«Web Summit Lisbon 2025: What we saw, what we understood, and where design is heading now»](#) — vc.ru, 2025
- [«Designer as a co-author»](#) — LinkedIn, Telegram channel, 2025
- [«A new look at merch — how we are changing the idea of gifts for employees»](#) — vc.ru, 2022

Languages English, Russian