

Lasha Khachidze

Senior Product Designer, Complex Systems & Multi-Platform Products

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Summary

Senior Product Designer with 6+ years of experience designing complex systems, internal tools, and multi-platform products across fintech, SaaS, and e-commerce. I turn complex business and user needs into scalable products, simplifying workflows, improving conversion and operational efficiency, and building systems that can grow with the business.

Experience

Bank of Georgia, Senior Product Designer

Apr 2026 – Present | Tbilisi, Georgia

- Own product design for money transfer experiences across the mobile bank, covering domestic, international, instant, and other transfer types from initiation through confirmation and status tracking.
- Design complex international transfer workflows, including recipient and bank details, SWIFT transfers, fees and commission models, document requirements, exchange rates, and transfer tracking.
- Work closely with product, engineering, analytics, and business teams to simplify complex banking requirements while balancing customer needs, regulatory constraints, and business goals.

TBC Bank, Senior Product Designer

Nov 2025 – Mar 2026 | Tbilisi, Georgia

- Designed and evolved core mobile banking experiences across home, navigation, product discovery, and personalized customer touchpoints, serving 1.2M+ users.
- Led product design for personalized banking experiences, using customer context and behavior to make the app more relevant to individual users.
- Redesigned navigation and information architecture across retail, business, and web banking, aligning previously fragmented product structures.
- Used product analytics, behavioral data, and usability research to identify friction, validate design decisions, and improve existing flows.

Slick Global, Product Designer

Jan 2023 – Nov 2025 | San Jose, USA (Remote)

Slick Global is Georgia's top digital product agency, focused on designing and delivering large-scale international products.

Hellorep AI | New York, NY (Remote)

- Designed end-to-end UX for the automation platform (admin console, flows, builders), helping grow the user base 5x.
- Built a scalable design system with clear component governance, reducing design-development iterations by ~30%.
- Partnered with AI and engineering teams to simplify complex technical interactions, reducing main flow completion time by ~25%

Tegeta Ecosystem | Tbilisi, Georgia

- Led UX redesign of e-commerce, service flows, and internal tools, enabling fully digital market shopping and service reservations.
- Conducted stakeholder interviews, competitor analysis, and usability testing to optimize experience.
- Improved conversion and task completion rates through logical adjustments to flows (~10–15% increase in conversions).
- Ensured multi-product design system consistency, strengthening brand and experience across all touchpoints.

Additional Contributions:

- Participated in UX evaluations, usability testing, and design support across multiple projects, improving overall product quality and user satisfaction.

Digital Area, Product Designer

Aug 2022 – Feb 2023 | Tbilisi, Georgia

- Delivered data-driven UX improvements that boosted conversion by ~12% and reduced drop-offs by ~15%.
- Analyzed user behavior using Mixpanel, Hotjar, and Google Analytics to inform design decisions.
- Collaborated with product and marketing teams to optimize flows and campaigns.

betlive.com, UX/UI Designer

2018 – 2022 | Tbilisi, Georgia

- Designed high-engagement promotional and conversion flows, increasing user activity and retention.
- Translated marketing objectives into polished, intuitive user experiences.

Early Experience (Condensed)

2016 – 2018

- 3D Designer, Formitalia (Tonino Lamborghini Casa, Aston Martin Home) Created 3D animations, mood boards, and marketing visuals for luxury brand product lines, ensuring premium rendering quality and brand consistency. Managed visual pipeline and presentation workflows.
- Graphic design, web design, and 3D work.

Education

Master's Degree, Architecture, Tbilisi State Academy of Arts (2014–2022)

Erasmus+ Exchange Program, Politecnico di Milano

Additional UX courses: Google UX, Coursera, Tbilisi School of Communication, Academy of Digital industries

Skills

UX/UI: Research, IA, prototyping, user flows, usability testing

Systems: Design systems, component libraries, multi-surface UX

Tools: Figma, Miro, Photoshop, Illustrator, After Effects, Cinema 4D, 3ds Max