

Mikhail Drozdov

Product Design Lead | Design Engineer



Boston, MA · U.S. work authorization; no sponsorship required

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Profile

I lead design teams and build production software: Rust-powered creative tools, a full-stack sports platform, and product research supporting a B2B data business.

Experience

Formatry — Product Design and Engineering

Jun 2026 – Present | Independent product | formatry.cc · [Case study](#)

- Researched, designed and built a campaign studio for posts, stories and banners. Competitor trials informed full-pack editing and review before export.
- Built the brand, web editor, accounts, asset library and native Rust renderer. One saved creative definition connects editing, rendered files, the public API and MCP integration; revision checks reject stale edits and export jobs track delivery and recovery.

RantSports

Head of Design / Product Design Manager | Mar 2025 – Sep 2026

NextSport.io — Product Design and Full-Stack Delivery

Jan – Jun 2026 | RantSports | nextsport.io · [Case study](#)

- Designed and built the platform's product direction, UX/UI, frontend, backend, integrations and deployment, connecting live scores, editorial coverage, streams and discussion.
- Built the newsroom with AI-assisted publishing, data synchronization and a public API. Integrated GA4 and PostHog for acquisition, reading, viewing and return visits; handed the released product over for ongoing support.
- Led up to 10 contributors across product design, design engineering and marketing design. Owned hiring, performance and exit decisions.
- Centralized intake, priorities and capacity in YouTrack. The team completed approximately 30% more story points in Jan–May 2026 than Jan–May 2025, using the same estimation model.
- Designed WINSORE's mobile UX and tokenized design system across 3 regional apps, with shared components and light and dark themes. Added pre-release Storybook reviews; moved repeatable landing-page delivery into design and coached a designer to work independently.

Dr.Head / ECOM

Lead Product Designer | Jun 2024 – Dec 2024

Senior Web Designer | Apr 2023 – May 2024

- Found hidden price and purchase actions on mobile and rebuilt the information hierarchy. Reported product-card conversion rose 101% after the combined redesign.
- Extended the work through cart, checkout and email. Reported checkout-project revenue grew 3% and email CTR 100%. UAE product-page bounce fell 62.5% after combined UX and marketing changes.

Experience – continued

DataLouna

Art Direction / Design Leadership | Dec 2024 – Mar 2025

- Reviewed unit economics and the acquisition-to-subscription journey. The research informed the shift from consumer subscriptions to B2B data supply.
- Directed match-analysis UX around probability, risk and analyst explanation; recommended a complete example before payment so guests could evaluate the service.

Earlier Experience

GGBRAZY

Marketing Design Lead | Jan 2022 – Mar 2023

Senior Marketing Designer | Sep 2021 – Jan 2022

Before 2021: Designed ecommerce, media and mobile interfaces; worked on UX audits, brand systems and frontend-aware design delivery.

Additional Engineering

Built a native Metal renderer for [Corsairs](#) on Apple Silicon; prototyped [n8n workflows](#) for Slack replies and scheduled AI digests.

Skills

Product and research: Product strategy, market research, UX research, funnel analysis and unit economics.

Leadership: Hiring, coaching, prioritization, design critique and capacity planning.

Design: Interaction design, information architecture and design systems.

Engineering: Full-stack development, APIs, React, Next.js, TypeScript, Rust rendering and Metal graphics.

Tools: Figma, Storybook, YouTrack, GA4, PostHog and n8n.

