Vazha Davituliani

Product Designer (UX/UI)

Tbilisi, Georgia | +995 598 14 10 69 | vazha.davituliani@gmail.com
vituliani.com | linkedin.com/in/vazha-davituliani | dribbble.com/Vazha_Davituliani

Summary

Product designer with 6+ years in enterprise B2B SaaS, focused on dashboards, admin consoles and user management tools for Microsoft Teams. Designed Microsoft Teams applications, used by 300+ organizations / 12,000 end users. Experienced in mobile app design across iOS and Android. Works end-to-end from user research and information architecture to high-fidelity UI and developer handoff.

Skills

Design: User Experience Design, User Interface Design, Product Design, Interaction Design, Information Architecture, Wireframing, Rapid Prototyping, Design Systems, Usability Testing, Accessibility (WCAG)

Research: User Research, User Interviews, Surveys, A/B Testing, Affinity Diagramming, Analytics, Clickstream Analysis, Eye Tracking

Tools: Figma, FigJam, Miro, Cursor, Lovable, Claude Design, Claude Code, Codex

Experience

Product Designer (UX/UI)

Solutions2Share GmbH — Germany

May 2021 – Present

- Designed External User Manager, Teams Manager, Agenda App and Governance Copilot for Microsoft Teams, adopted by 300+ enterprise organizations.
- Redesigned the external-user invitation and approval flow and reduced task completion time by 35%, validated through usability testing and product analytics.
- Led end-to-end design for 6 products (External User Manager, Teams Manager, Agenda App, Governance Copilot, Intranet, Licensing Portal), covering user flows, wireframes, high-fidelity UI and developer handoff.
- Built and maintained a design system of 56 components, cutting design-to-development handoff time for new features.
- Ran user research (interviews, surveys, analytics review) with 120 enterprise users to prioritise the 2028 roadmap.
- Prototyped production-ready interfaces with AI-assisted tooling (Cursor, Lovable), shortening the concept-to-clickable-prototype cycle.

UX/UI Designer

Spin LTD — Tbilisi, Georgia

March 2020 – February 2021

- Designed the MVP of an influencer marketing platform across web and mobile, from concept to 32 high-fidelity screens.
- Conducted 12 user interviews and observation sessions; findings shaped the core matching flow.
- Applied the Design Thinking process to define 23 user personas and the primary user journeys.

Web & UX/UI Designer

Freelance (concurrent with the above)

November 2019 – March 2021

- Delivered 21+ responsive websites, landing pages and web applications for clients across e-commerce, travel, education and professional services.
- Translated client requirements into design recommendations, wireframes and production-ready front-end code.

Marketing Director

Star Travel — Tbilisi, Georgia

November 2015 – April 2020

- Led marketing, revenue growth and company strategy.
- Increased customer satisfaction scores by 40%.

Marketing Manager & Web Developer

Online Store Alter — Tbilisi, Georgia

January 2012 – December 2018

- Increased online sales by 23% through customer behaviour analysis and continuous improvement of the storefront.
- Worked with developers on website features and UX improvements.

Web Designer & WordPress Developer

Web Studio Inkonia / Freelance — Tbilisi, Georgia

January 2008 – December 2015

- Built e-commerce sites with WooCommerce and CS-Cart as both designer and developer.
- Developed websites and marketing content using HTML, CSS and JavaScript.

Certifications

- UX Research — HEC Montréal, 2021
- UX Design — Tbilisi School of Communication, 2020
- Interaction Design Foundation — 7 completed courses, all with Top 10% Distinction (UI Patterns for Successful Software; Mobile User Experience (UX) Design; User Research – Methods and Best Practices; Become a UX Designer from Scratch; User Experience: The Beginner's Guide; Design Thinking: The Beginner's Guide; Conducting Usability Testing). Profile: interaction-design.org/vazha

Education

Master's Degree, Business Law

Tbilisi State University of Economic Relations, 2001 – 2006

Languages

Georgian (Native), English (Professional), Russian (Professional)