George Sumbatashvili

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User Experience | Team Leadership | E-Commerce | AI-Driven Design

Strategic Guidance | Partner & Stakeholder Management | Project Management

Dynamic, multilingual **Senior User Experience Manager** with **7+ years of progressive leadership experience** driving UX strategy, design operations, and high-impact digital experiences for enterprise and eCommerce platforms. Proven track record leading and scaling multidisciplinary UX teams, aligning design vision with business strategy, and delivering measurable improvements in conversion, engagement, and customer satisfaction. Pioneering the integration of **generative AI and AI-assisted design tools** (Claude, UX Pilot, Figma MCP, Figma AI/Make, ChatGPT, v0, Maze AI) into UX workflows — connecting AI directly to the design system through MCP to automate research synthesis, flow generation, and production-ready prototyping. Trusted partner to executives, product, and engineering teams; recognized for building strong design cultures and delivering complex initiatives **on time and under budget**.

Selected Achievements

- Led and scaled UX teams across enterprise and eCommerce platforms, increasing team productivity by **50%+**.
- Embedded **AI-augmented design workflows** built on Claude, UX Pilot, and an MCP-connected Figma pipeline, reducing time from concept to validated prototype by an estimated **40%.**
- Drove feedback- and research-led design improvements, resulting in **75% higher user satisfaction**.
- Improved Cart and Checkout experience increasing revenue by 300% year over year.
- Improved mobile and digital brand visibility, contributing to an estimated **50% increase in market presence**.
- Delivered UX, branding, and design leadership for Fortune 500 and high-profile clients including **Ashley Furniture, AdventHealth.**

Core Competencies

- User Experience Design
- Needs Identification
- Partner & Stakeholder Management
- Staff Training & Development
- Prototyping
- Cross-Collaboration
- AI-Assisted Design
- AI Strategy & Governance
- Web Development
- Business Plan Development
- Project Management
- Brand Development
- Marketing Strategy
- Process Improvement
- Generative AI & Prompt Engineering
- Human-Centered AI
- Team Leadership
- Strategic Guidance
- Relationship Building
- Coaching & Mentorship
- Market & Trend Analysis
- Communication
- Conversational & AI-Driven UX
- Workflow Automation

Professional Experience

Purchasing Power | Atlanta GA | 2023 – Present (Remote)

Manager UX

- Lead and mentor UX designers across **research, ideation, user flows, UI design, and annotations** in a production-focused environment.
- Establish and execute **usability testing principles and frameworks** to validate concepts and continuously refine eCommerce and enterprise experiences.
- Own and communicate **UX vision and design strategy**, clearly articulating decisions and trade-offs to stakeholders and leadership.
- Partner closely with **engineering and development teams** to align on best practices and ensure high-quality execution.
- Collaborate with **project management** to prioritize intake and manage delivery across multiple concurrent initiatives.

- Drive UX delivery for **key eCommerce and enterprise-scale projects**, consistently meeting deadlines and business goals.
- Integrate **Claude, UX Pilot, and MCP-connected Figma workflows** into research, ideation, wireframing, and prototyping — generating first-pass flows and wireframes in UX Pilot and reading/writing directly against live Figma components and variables via MCP, so AI output lands inside the design system rather than beside it.
- Operationalize **AI-driven automation across team workflows** — automating usability research synthesis in Claude, generating structured flows, states, and edge cases from product briefs, and producing design documentation and engineering-ready context straight from Figma — freeing designers to focus on judgment, strategy, and critique rather than production.
- Champion **responsible AI adoption and governance**, partnering with leadership to define AI-driven design principles, establish human review checkpoints for generated work, evaluate emerging tooling, and embed best practices for transparent, human-centered AI experiences.

AdventHealth | Orlando, FL | 2022 – 2023 (Remote)

Manager UX

- Support the Director with planning, budgeting, and staffing allocation for the UX team.

- Collaborate with key stakeholders in business, marketing, and product development to define and implement the organization's UX strategy, while providing actionable UX recommendations and solutions.
- Manage the intake process, project prioritization, and resource allocation for all UX initiatives.
- Lead the team in critical project decisions, including requirements gathering, scheduling, resource allocation, and coordinating team efforts and approval processes.
- Increased conversion rates by improving the cart and checkout experience by over 300% year-over-year.
- Oversee UX development and documentation, including research, scenarios, wireframes, prototypes, testing, and functional specifications.Actively contribute to AI implementation in daily tasks and work processes.

Ashley Furniture Industries | Tampa, FL | 2016 – 2022

Sr. UX Architect - Manager UX | 2018 - 2022

- Manage *Ashley Furniture Industries'* UX designer, mobile developer, and QA teams, accounting for 9 direct reports; delegate tasks and play to team and individual proficiencies to increase team productivity
- Lead design execution and create and implement comprehensive project strategy, increasing conversion rates by 348%.
- Review and gather feedback from the audience to improve product efficacy and drive revenue growth; facilitated the development and implementation of feedback-driven updates, which increased user satisfaction by 75%.

Lead UX Architect – Mobile Division | 2016 – 2018

- Lead a team of 3 UX architects to brainstorm and user-test innovative ideas for product improvement; collaborated closely with multidisciplinary teams to spearhead customer journey improvement across all platforms.
- Increased the company's mobile presence and increased download rates by 250% or more year over year.
- Created and implemented a streamlined PWA platform with simplified online shopping and faster checkout, which enabled customers to complete transactions as much as 75% more quickly.
- Increased the visibility and improved the overall mobile presence of the company's e-retail market to secure the company's position as the industry's number one player; increased the company's visibility by an estimated 50%.

Spine LLC | Stamford, CT | 2015 – 2016

Senior UX & Web Designer

- Created and delivered detailed web design templates as part of a team of 10; provided well-received training and mentorship to junior staff members, which enabled a 50% increase in team productivity.
- Led identity and branding research, case studies, and final design execution 3 or more projects simultaneously; worked with a variety of high profile clients, including DHL, 400Capital, Petrie Partners, and Newgistics.
- Managed user experience for various web projects; implemented diverse quality-of-life enhancements to bolster ease of use and encourage user acceptance, achieving an outstanding 100% customer satisfaction rating.
- Designed and delivered specialized brand strategy and direction for startups across various industries; worked directly with and actively assisted 10 clients each month while ensuring brand strategy fit their desired image.

Gabriel's Technology Solutions | New York, NY | 2012 – 2015

Senior User Experience Designer

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- Developed and delivered detailed wireframes, logic, website template designs, mockups, and other product deliverables to effectively communicate designs and product requirements to various stakeholders.
- Worked with a team of 2 UX designers and delegated tasks and played to team strengths to increase productivity; completed projects for Sotheby's Real Estate, The New York Times, The Washington Post, and Atlanta Fine Homes.
- Employed superior written and oral communication skills to gather critical client requirements and other information from Project Managers and Technology Directors to create best practices and design.
- Improved the advanced search functionality for real estate platforms, which resulted in 25% more hits during searches; simplified listing page structure by implementing streamlined and more intuitive user flows.
- Designed the Real estate app experience while ensuring all niche client requirements were met; developed and implemented a map view and mapping functionality for the platform, which effectively displayed real estate.

Education

School of Visual Arts, New York, NY: 2010
Bachelor of Fine Arts – Graphic Design (GPA: 3.6)

State University of Tbilisi, Georgia
Bachelor of Arts – Western European Languages and Literature

Additional Credentials

Technical Skills	**Design & Prototyping:** Figma / Figma AI (Make) / Sketch / Axure / Adobe XD / InVision / InVision Studio / InVision DSM / Photoshop / Illustrator / InDesign / After Effects / Adobe Firefly / Dreamweaver / Cinema 4D **Generative AI & AI Design Tools:** Claude / UX Pilot / Figma MCP (Model Context Protocol) / ChatGPT / Gemini / Midjourney / DALL·E / v0 by Vercel / Galileo AI / Uizard / Visily / Relume / Magician for Figma / Khroma / Adobe Sensei **Research & Testing:** UserBrain / Maze AI / SessionCam / Attention Insight / Dovetail / Hotjar **Productivity & Collaboration:** Notion AI / GitHub Copilot / Cursor / Jira / Lucid / MS Teams / MS Office / Keynote / PowerPoint **Web & Front-End:** HTML / CSS / Bootstrap / jQuery / WordPress
Languages	English / Georgian / Russian
Professional Development	Lean User Experience / User Engagement / AI-Augmented UX Workflows / MCP-Connected Design Systems / Design Process Automation / Prompt Engineering for Designers / Generative AI for Product Design / Responsible AI & Human-Centered AI Design
Organizations	Design Thinking **/** User Experience Researchers

Detailed References Available on Request