

# Alexander Toporov

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Design leader specializing in design systems and digital innovation with expertise in cross-functional collaboration, team management, and translating complex challenges into impactful solutions.

## Professional experience

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### Lead Designer – Yara International, Singapore

June 2021–Present

- Led the Ahua design system evolution from inception to becoming the foundation of Yara’s global digital product infrastructure serving 50+ teams and achieving \$6M ROI
- Drove stakeholder buy-in and business case for the global design system
- Scaled a cross-functional team from 2 to 15, implementing Large Scale Scrum (LeSS) framework and agile practices
- Collaborated with global brand to define a unified visual language for digital products
- Established a system of systems governance model, significantly enhancing overall consistency across product ecosystem while enabling regional flexibility
- Managed an internship program to foster talent development and knowledge sharing
- Managed vendor relationships and tools procurement, establishing strategic partnerships to optimize technology investments and operational efficiency
- Led the Rapid Design Team, applying the Design Sprint framework to accelerate design thinking and prototyping across the company, resulting in 10+ successful initiatives

### Senior Designer – Yara International, Singapore

May 2018–May 2021

- Designed sustainable agricultural technologies to improve farming productivity
- Conducted user research in India & Kenya, shaping global farmer personas and Jobs-To-Be-Done
- Led the design of FarmWeather and FarmForward apps, reaching 5M users globally
- Focused on creating accessible digital solutions for farmers in developing regions
- Integrated sustainability principles into digital product design, supporting agricultural innovation

### Design Consultant – Ébauche

March 2009–April 2018

- Led design and UX strategy for clients across fintech, real estate, IoT, productivity, and travel
- Managed client relationships and coordinated with dev teams to ensure quality implementation

### Creative Director – Mitra

September 2003–February 2009

- Co-founded and led a digital agency, overseeing creative operations and client acquisition.
- Built and managed a cross-functional design team.
- Delivered innovative digital solutions for 200+ clients across various industries

## Education

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### Future London Academy – Executive Programme for Design Leaders (DLX)

June 2023–June 2024

### Altai State University – Master’s Degree in History

August 1998–June 2003

## Patents

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- **Downscaling Weather Forecasts** – US 11500126B2 (Granted in AU, BR, CA, CN, CO, EU, PH, US)
- **Detection of Nutrient Deficiency in Plants** – EP 4030889A1 (Granted in BR, AU, CN, CA, CO)

## Skills

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**Design leadership:** Design strategy, Agile methodologies, Culture mapping, Cross-functional collaboration, Impact measurement, Stakeholder management, Team mentorship, Vision and roadmap.

**Design system architecture:** System of systems, Inclusivity and accessibility, Interaction patterns, Design tokens, Component systems, Design language, Cross-platform consistency.

**Design operations:** Design excellence, Documentation systems, Design-to-development workflow, Contribution workflows, System governance, Tools and infrastructure, Vendor management.