

Alexander Toporov

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Professional summary

Design leader working at the intersection of design, innovation, and sustainability, building systems that create lasting business and customer value. Proven record of scaling design capability, driving digital transformation, and leading global teams toward measurable impact.

Experience

Lead Designer, Design System Lead — Yara International, Singapore · 06/2021–05/2025

Led the Rapid Design and Design System teams, driving innovation and design excellence across Yara's global digital ecosystem. Partnered with leadership to scale design as a strategic capability supporting sustainability and business growth.

- Owned the vision, roadmap, and strategic direction for the global design system
- Scaled design system into a unified design platform used by 50 teams and supporting 20+ products, achieving \$6M in measurable ROI through improved efficiency, quality, and collaboration.
- Led the Rapid Design Team for experimentation, prototyping, and early-stage product validation, resulting in 10 successful initiatives in AI-enablement, sustainability and digital transformation .
- Managed and mentored a distributed cross-functional team of up to 15, defining OKRs, conducting performance reviews, and implementing skill development programs.
- Introduced agile frameworks to accelerate delivery of the multi-platform component libraries.
- Integrated AI into workflows for automation, documentation, and project management.
- Established governance and contribution models balancing local flexibility with global consistency.
- Championed accessibility and compliance with the European Accessibility Act.

Senior Product Designer — Yara International, Singapore · 05/2018–05/2021

Led research and design of sustainable digital solutions for emerging markets, partnering with product, agronomy, and marketing to connect user needs with business value and climate goals.

- Led user research, exploration, prototyping of early-stage innovations to guide product strategy.
- Designed digital products used by over five million farmers across Africa and Asia.
- Delivered data-driven tools for regenerative agriculture, achieving 15% yield improvements in trials.
- Built Yara's first design system, defining Figma components libraries and design token architecture.

Design Consultant — Ébauche · 03/2009–04/2018

Advised startups and enterprises on design strategy and creative direction, translating business challenges into scalable, cost-effective solutions. Led user experience and product design across fintech, real estate, IoT, and SaaS sectors.

Creative Director — Mitra · 09/2003–02/2009

Directed creative strategy and delivery for digital and brand projects across industries. Managed and mentored a multidisciplinary creative team producing digital, product, and campaign work.

Education

Master's in Innovation and Research for Sustainability (MIRS)

ISEG Lisbon School of Economics and Management, Lisbon · 2025–2026

Executive Programme for Design Leaders (DLX | Design MBA)

Future London Academy, London · 2023–2024

Master's Degree in History

Altai State University · 1998–2003

Core expertise

Leadership: Vision and strategy, Organizational design, Team management, Cross-functional collaboration.

Systems: Design systems, Design excellence, Rapid prototyping, Systems thinking, User experience.

Impact: Innovation management, Sustainable design, ROI & impact measurement, Accessibility & inclusion.