Amina Alen

PRODUCT DESIGNER

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WORK EXPERIENCE

Product Designer / Beeline
Apr 2023 - present
Remote, Kazakhstan

MyBeeline – SuperApp, Bonus program

- Worked in tandem with the developers, product managers and business stakeholders to explore and implement design solutions that **increased the visibility of bonus program** across MyBeeline, SuperApp.
- Converted complex business concepts into **intuitive user flows to ease the bonus usage** from various touch points between a user and bonus program.
- Integrated UX research and collecting data on key product metrics to facilitate **data-driven design approach**.
- Actively worked in the development and maintenance of **design system** to ensure consistency across various products and streamlined development process.

UI/UX Designer / AULA
Sep 2021 - Feb 2023
Astana, Kazakhstan

CRM for residential complex management

- Crafted **high-fidelity prototypes** with mobile first approach while still maintaining consistency in desktop interaction patterns.
- Iteratively conducted **cognitive walkthrough** and identified major usability problems of app's interface. Reconstructed critical user flows which yield in **lowering user error rate.**

PET PROJECTS

UI/UX Designer
Jun 2021 - Sep 2021

Juldyz Zhoramal — Horoscope mobile app

- Carried out **discovery research** (kickoff workshop, user interviews, competitive analysis) and acquired the following UX deliverables: user flow, affinity map, persona and high level wireframes.
- Constructed **sitemap** and **high fidelity wireframes**. Gathered feedback from stakeholder and mentor and incorporated in finalized wireframes.

EXTRACURRICULAR ACTIVITIES

Vice-president / ACM Student Chapter
May 2021 - Sep 2022

Association for Computing Machinery

- **Lead a team of 45 members** for the organization of hackathons, coding marathons, contests and networking sessions with the sponsorship from well-known local tech companies to create opportunities for novice IT specialists with putting focus on **female representation in IT.**
- Was a **main organizer** of a student **Hackathon**, HackNU, with **600+ participants**. Attracted and worked closely with sponsors from world IT leading companies such as **Google, Microsoft** and **Meta.**
- Established **brand identity** and **design guidelines** to ensure consistency among promotional visual materials and merchandise.

EDUCATION

Aug 2020 - June 2024

Computer Science
NAZARBAYEV UNIVERSITY, KAZAKHSTAN

SKILLS

UX research
UX storytelling
Cross platform experience
Design System
Visual design
Prototyping
Design review
Presentation
Team work
Leadership

TOOLS

Figma, Miro, Jira, Photoshop, Google Analytics

HONORS & AWARDS

Creative One winner
Took second place in design hackathon among 150+ teams

SOCIAL

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