

AMINA ALLEN

t.me/lemontartaletka | amina-alen.com/ | linkedin.com/in/aminaalen/

EDUCATION

Nazarbayev University, Kazakhstan
Bachelors of Science in Computer Science

Aug 2020 - June 2024

EXPERIENCE

AULA.kz - CRM system for property management

Middle UI/UX designer

Sep 2021 - Present

Astana, Kazakhstan

- Designed conceptual wireframes and functional prototypes for the website and app. Presented prototypes and concept designs to the stakeholder and developers.
- Conducted a variety of UX research methods and incorporated user insights to make **data-driven design decisions**. Improved user engagement **by 27% in 4 month**.
- Facilitated UI design process and ensured platform-wide consistency by creating **unified design system**. The visual appeal rate, as well as usability, **grew by 36% in 8 months**.
- Collaborated effectively with founders and engineers to identify major UX issues. Made **information architecture** and overall **user flow** more intuitive.

JAS agency - Social Media Marketing agency

Visual designer

Apr 2021 - July 2021

Almaty, Kazakhstan

- Crafted visual content for Facebook and Instagram posts for online shops and restaurants via Adobe Photoshop and Figma. Improved engagement and retention rate in social media **by 14% in 2 months**.
- Developed design templates for other designers in a team which facilitated **brand consistency** on different social media accounts.
- Closely collaborated with copywriters, business analysts, video and photo production team to maintain **brand identity** across textual and visual materials. Ensured design materials align with the marketing strategy and business goals.

EXTRACURRICULAR ACTIVITIES

ACM Student Chapter

President

May 2021- Present

- 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**.
- Created strong brand identity on social media to increase recognition from our target audience. As a result, engagement in our events **increased by 27%**.
- Accelerated design process for visual, print and UI design by creating visual guidelines and introducing efficient feedback mechanisms.

ACHIEVEMENTS

- Creative One winner (Oct, 2022) - **took second place** in a marketing/design hackathon among **150+ teams**. Developed an omni-channel marketing strategy and redesigned existing app in 24 hours for the biggest sport retail shop in CIS.
- Markethon 4.0 winner (Dec, 2020) - **took first place** in a design hackathon in the UI/UX section among **120+ teams** by designing a shopping app for a clothes store from scratch.
- Caspian Startup winner (Apr, 2019) - **took first place** in a startup competition in the tourism section among **70+ teams** by modeling glamping business and pitching it to stakeholders.

SKILLS

Toolkit: Figma, Photoshop, Illustrator, After Effects, Premiere Pro.

Technical Skills: UX research, Usability testing, Visual design, Prototyping, Wireframing, Film-making.

Soft Skills: Mentoring, Presentation, Social Media Marketing, Project Management, Effective self-learning, Leadership.