



# ALI ZHETPIS

hello, i am a **ux/ui product designer**

my goal is to create convenient and intuitive interfaces to meet the needs of users.  
my approach is focused on improving user experience and creating easily usable products.  
i am always open to learning new methods and tools to achieve the best results.

almaty, kazakhstan /

11 march 2000

## tools

figma sketch invision  
adobe xd flowmap proto.io  
illustrator miro photoshop  
after effects ai tools

## languages

russian



kazakh



english



## contact

phone:

+7 707 708 86 99\*

email:

alizhetpis@gmail.com\*

linkedin:

alizhetpis\*

behance:

alizhetpis\*

telegram:

@neouo\*

## skills

product design ux research information architecture ui design  
wireframing prototyping design thinking usability testing  
qualitative research frontend development data analysis sql

## education & courses

2020 - 2024 **satbayev university**

computer science / bachelor's degree

2021

**intensive course on product management\***

by jumysbar, bts digital and sberbank

## experience

**ux/ui designer**

september 2022 - present ■ jsc bereke bank

- collaborated with cross-functional teams to understand the bank's new positioning and brand objectives.
- conducted user research and analysis to gain insights into customer needs and expectations.
- created intuitive and visually appealing user interfaces for various banking products and services.

despite the challenging circumstances, our efforts successfully contributed to the bank's recovery and enabled it to reposition itself in the market with a fresh, modern, and user-centric approach. it was a rewarding experience to be part of the team that played a crucial role in the bank's transformation and the development of its new brand identity.

**ux/ui designer**

november 2021 - august 2022 ■ sb jsc sberbank

my main focus was on the development of non-banking services that improve customer experience and contribute to the bank's digital transformation

- collaborated closely with developers to ensure the successful implementation of the design system.
- participated in usability testing and gathered user feedback to iteratively improve the user experience.
- stayed updated on the latest design trends and emerging technologies, integrating them into the bank's digital offerings.

\*clickable