

Rakhat Daniyarov

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Summary

Product Designer with 4+ years of experience in SaaS, CRM/ERP, and B2B platforms. Specialized in design systems, complex interfaces, and scalable product architecture. Experienced in UX research, A/B testing, and cross-functional collaboration to improve product efficiency and business metrics.

Experience

Design System Designer | JUZ40 Education

Almaty

- Developed and scaled cross-product design system used across multiple education platforms
- Implemented design tokens and Figma AI automation, accelerating interface creation by 30%
- Optimized design workflows and improved team efficiency by 75%
- Conducted UX research and A/B testing to improve usability and interface hierarchy
- Collaborated with product managers and developers to ensure system consistency
- Mentored junior designers and conducted design reviews
- Increased user satisfaction to 95% through improved UX and system design

Product Designer | 13LAB

Astana

- Designed SaaS ERP and CRM platforms for B2B and multi-role systems
- Created mobile and web interfaces for complex business products
- Built user flows, wireframes, and interactive prototypes from concept to implementation
- Collaborated with product managers, developers, and analysts on product requirements
- Conducted usability testing and A/B testing to improve product decisions
- Applied iOS Human Interface Guidelines and Material Design principles

UX/UI Designer | Quant Tech

Astana

- Designed government service platforms, HR systems, and document management systems
- Built admin panels and automation interfaces for internal users
- Improved user conversion by 47% through UX optimization
- Simplified HR workflows, increasing efficiency by 64%
- Developed user flows based on UX research and CX insights

Tools & Skills

Design: Figma, FigJam, Adobe Photoshop

Prototyping & Testing: Maze, Usability Testing

Analytics: Amplitude, Google Analytics, Microsoft Clarity

Product Tools: Jira, Notion, Miro

Front-end: HTML, CSS, JavaScript (Basic)

Methodologies: Agile, Scrum, Design Thinking, A/B Testing, Product Discovery

Education

Astana IT University

Bachelor in Cybersecurity

Achievements

- Innovator of the Year — JUZ40 Education
- Automated design workflows and improved team efficiency
- Mentored junior designers and improved design system consistency