

Tamirulan Sultangali

Product Designer · Almaty, Kazakhstan · Open to remote work and relocation

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5 years in design, 4 of them in banking: Kaspi, Freedom SuperApp, Jusan Bank. I design fintech and AI products used by millions of people. My strength is complex flows where legal, security and business requirements meet.

EXPERIENCE

Kaspi.kz, Product Designer

Nov 2024 — Present

Fintech & e-commerce · B2C & B2B · super app with 15M+ users

- Designed the conversation logic for Kasper, an AI shopping assistant in Kaspi Shop: clarifying questions, product results, edge cases. 1M customers in 3 months; 8 in 10 conversations end with a product selection.
- Designed adding Kaspi Gold to Apple Pay and Google Pay: two entry points, selfie verification, a flow for children. 1M+ cards added in 3 days after launch.
- Designed Kaspi AI for sellers — AI-assisted product listing creation: 9 → 5 minutes per listing, add-product conversion 77% → 82%.
- Reworked how exchange rate differences are explained: settlement message, transaction details, Kaspi Guide answers. -74% social-media support requests in a month.
- Designing transfers in Kaspi Pay, the app for entrepreneurs.
- Own Kaspi Gold, transfers and deposits; contribute to loans and Kaspi Red+.

Freedom Bank (Freedom SuperApp), Product Designer

May 2024 — Nov 2024

Fintech · super app · loyalty & e-commerce

- Designed a tiered loyalty program with cashback in Freedom Currency.
- Integrated Arbuz grocery delivery into the super app — from first flows to launch.
- Built a design system from scratch: tokens, components, documentation.
- Worked on loans, travel and Afisha (Ticketon).

Jusan Bank (now Alatau City Bank), Product Designer

Jan 2023 — May 2024

Fintech · loans, payments, kids' banking

- Built refinancing into the loan application for clients with a high debt burden: application-to-loan conversion grew from 2.5% to 9.6%.
- Launched Jusan Family from scratch — a kids' card with tasks, savings goals and parental spending controls: 200K cards in 3 months.
- Validated solutions through customer interviews and guerrilla testing.
- Worked on payments, transfers and deposits; sole designer on the hotel booking service.

Orbis Digital, UX/UI Designer

Jul 2022 — Nov 2022

Digital studio · websites & landing pages

- Designed websites and landing pages, mentored new designers, worked with front-end developers.

Future, Graphic Designer

Jun 2021 — Jun 2022

Advertising agency · social media

- Created SMM content for Sber KZ, Hyundai KZ, Jaguar Land Rover, Subaru, Haval; designed first landing pages.

SKILLS

Product design · UX research · Usability testing · Prototyping · Design systems · UX writing · Funnel analytics · AI workflows
Figma · Claude · Photoshop · Illustrator · After Effects · Premiere Pro

EDUCATION

University of International Business (UIB), Almaty
2021 · Marketing

LANGUAGES

Russian — fluent
English — B1 (Intermediate) · Kazakh — basic