Aidyn Beisembin

Senior Product Designer - Fintech & AI-Driven Products

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Astana, Kazakhstan - Open to remote work and relocation

SUMMARY

Senior Product Designer with 5 years across fintech and B2B SaaS, working at the intersection of product design and AI-driven workflows. Currently designing engagement and monetization mechanics inside Alfa-Bank (20M+ MAU) for its investment platform, which serves 2M+ monthly active investors. Previously built the design function at Documentolog from the ground up, growing from Senior Designer to Head of Product Design within 6 months and leading a 10-person cross-functional team. I use AI as a core part of how I work - compressing discovery, generating concepts, and validating hypotheses fast enough to change what a team decides to build. Track record of measurable impact on registration, retention and revenue.

EXPERIENCE

Alfa-Bank - Alfa-Investments | **Product Designer**

Dec 2025 - Present Moscow, Russia

Retail investment platform inside a 20M+ MAU banking app, serving 2M+ monthly active investors in a regulated financial environment.

- Ran rapid concept testing on planned bonus campaign hypotheses and surfaced critical flaws before development started; used AI-generated prototypes to pitch a faster alternative directly to business stakeholders, securing a dedicated research team, additional design resources and prioritized backlog placement
- Built an AI-assisted discovery workflow that turns large volumes of documentation, analytics and research notes into structured hypotheses - cutting early-stage exploration from weeks to days
- Designed progressive bonus campaign mechanics - milestone-based reward flows driving new investor onboarding and engagement activation
- Built streak-based retention mechanics to increase return visit frequency among active investors
- Shipped a promo code redemption system covering discovery, validation and conversion end to end
- Redesigned notification architecture using server-driven UI, enabling flexible backend-driven content delivery without app releases
- Led the What's New feature migration, defining the UX pattern for surfacing product updates in-app

Documentolog | **Head of Product Design**

Jun 2023 - Nov 2025 Astana, Kazakhstan

Kazakhstan's #1 document automation platform (B2B SaaS). Promoted from Senior Designer to Head of Product Design within 6 months. Built the design function from scratch.

- **Cut an 8-step signup funnel:** +20% registration conversion
- **Initiated and shipped a B2B trial model:** +12% retention
- **Redesigned the subscription renewal flow:** +50% payment conversion
- **Delivered a full mobile app redesign:** +50% WAU
- Led a 10-person cross-functional team (design, analytics, frontend, backend, QA), reporting directly to CPO, CTO and CEO
- Established design review, A/B testing culture, 1-on-1s and retrospectives from zero
- Hired 8 designers and PMs across 50+ interviews; grew 2 junior designers to mid/senior level

- Secured +30% compensation increase for the design team by advocating for parity with engineering
- Highest 360-review score in company history

Flip.kz | **Senior UI/UX Designer**

May 2021 - Aug 2022 Kazakhstan

E-commerce platform with 1M+ users across mobile and desktop.

- Owned UX for major sales campaigns driving seasonal revenue peaks
- Maintained and evolved the design system across web and mobile
- Collaborated with marketing, business analytics and engineering across the full product cycle

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SKILLS

AI workflow: AI-assisted discovery and synthesis, rapid concept generation, AI-generated prototypes for stakeholder alignment, hypothesis validation at speed (Claude, GPT, Figma AI)

Design: Figma, design systems, component architecture, prototyping, interaction design, server-driven UI

Research: user interviews, usability testing, JTBD framework, A/B testing, qualitative and quantitative methods

Process: Agile/Scrum, Jira, Confluence, cross-functional collaboration, metric-linked quarterly planning

Domain: fintech, investment products, B2B SaaS, engagement mechanics, retention, monetization

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LANGUAGES

Russian - C2 (native) **Kazakh -** native **English -** B1 (actively improving)

EDUCATION

Karaganda State University (E.A. Buketov) - Applied Mathematics & Physics