# Nigmat Salibayev

Senior Product Designer specializing in fintech, AI-driven products, and 0→1 launches

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Senior / Lead Product Designer with 15+ years of experience building fintech and AI-powered digital products. I specialize in 0→1 launches and scaling products from MVP to growth, aligning design with business goals and measurable impact. Experienced in leading teams, driving product decisions, and delivering high-impact solutions in fast-moving environments.

## SELECTED ACHIEVEMENTS

- Scaled a mobile product **from 654 to 90K** users within 1.5 years
- Reduced CAC by **90%** via AI-driven lifestyle platform
- Led design for digital bank MVP and GTM launch
- Improved design team efficiency by **35%** through design ops & Figma optimization
- Designed AI-powered investment tools used across Southeast and Central Asia

## SKILLS AND EXPERTISE

### Product Design & Strategy
0→1 launches · MVP & GTM · UX strategy · Growth & activation · Data-informed decisions · Platform & ecosystem design

### Leadership & Collaboration
Design leadership · Mentoring · Cross-functional collaboration · Stakeholder alignment · Design operations

### AI & Fintech Experience
AI-powered features · Data-heavy interfaces · Investment & fintech products · ML-driven UX · Regulatory environments

## EXPERIENCE

### red_mad_robot — Lead Product Designer                 March, 2025 – November, 2025
Zamanbank — Islamic digital bank                                              Almaty, Kazakhstan, remote

- Owned the design vision and UX strategy for the bank's digital products **from discovery to MVP and GTM**
- Led and mentored a team of **5+ designers**, establishing clear processes and improving team efficiency by **~35%** through optimized Figma workflows and design operations
- Partnered daily with product, engineering, and stakeholders to deliver core GTM features **within 2 months**, balancing speed, quality, and regulatory constraints
- Designed and launched an **AI-driven lifestyle platform** ahead of the GTM launch, contributing **to ~20%** of customer acquisition while **reducing CAC by over 90%**
- Translated Islamic banking and regulatory constraints into **clear, user-friendly product experiences** without compromising usability or business goals

### Investbanq — Lead & Sole Product Designer            December, 2022 – February, 2025
AI-powered digital investment platform in Southeast and Central Asia           Almaty, Kazakhstan, onsite

- Acted as the **sole product designer**, owning end-to-end design across **product, brand, and investor-facing materials**, effectively replacing multiple roles in a fast-moving startup environment
- Supported fundraising by preparing **pitch decks** and product narratives for investors
- Designed an **AI-powered portfolio builder** that generated personalized investment portfolios based on user data and global transaction histories, significantly reducing time to value for new users
- Designed AI-driven features that **analyzed investment data and real-time news**, transforming complex insights into clear, actionable recommendations for users

- Worked closely with product, engineering, and data teams in a **high-ambiguity, AI-first environment**, translating ML capabilities and constraints into user-centric product experiences

### STRONG TEAM — Senior Product Designer
August, 2021 – November, 2022
A full-cycle software development company
Almaty, Kazakhstan, onsite

- Designed interfaces for Jusan Bank Business, BankCenterCredit Invest, and Jusan Bank internal CRM, improving usability and workflow
- Mentored **junior designers**, accelerating their growth and team impact
- Conducted user research, interviews, and interface testing to drive **actionable improvements**

### izi.me — Senior Product Designer
October, 2018 – July, 2021
izi — digital mobile carrier without a subscription
Almaty, Kazakhstan, onsite

- Designed and shipped the product **from 0 to MVP in 6 months**, working closely with product and engineering from early discovery to launch
- Owned key user journeys including **onboarding, activation, and core mobile flows**, directly impacting early growth and retention
- Achieved **25–35% month-over-month user growth** in the first months post-launch through continuous UX improvements and hypothesis-driven iterations
- Maintained **~70–75% onboarding activation rate** by optimizing first-time user experience and simplifying tariff selection
- Scaled the product from **654 to 90,000 users within 1.5 years**, supporting rapid growth with consistent UX and scalable interface solutions

### Kaspi Bank — UX/UI Designer
August, 2017 – October, 2018
Kaspi Bank — leading Kazakh fintech ecosystem
Almaty, Kazakhstan, onsite

- Designed product interfaces for **mobile app, web, and ATMs**
- Designed **Kaspi Business** app MVP on both platforms in **3 months**
- Delivered a **UI kit** and **comprehensive design documentation** for developers, accelerating implementation

### GOOD MEDIA — Designer
June, 2014 – July, 2017
GOOD! — a creative branding, advertising & design agency
Almaty, Kazakhstan, onsite

- Created logos and corporate identities
- Designed print materials, brand books, and advertising assets

### Choco Holding — UX/UI Designer, Art-Director
2011 – 2014
Choco Holding — major Kazakh IT company with consumer services
Almaty, Kazakhstan, onsite

- Designed and developed early versions of Choco products, including chocolife.me, lensmark.kz, chocofood.kz, and chocomart.kz
- Led product redesigns and created all internal projects, maintaining consistent style across media and advertising
- Supported marketing in designing digital and outdoor campaigns
- Lensmark.kz became profitable within months, driven by optimized navigation, search, and UX

## EDUCATION

### Suleyman Demirel University
2008 – 2012
Bachelor in Computing and Software
Almaty, Kazakhstan