

Nigmat Salibayev

Senior Product Designer

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Profile

Product designer with 15 years of experience across fintech, banking, telecom, travel and early-stage products. I've worked on products ranging from Kazakhstan's largest consumer platforms with 15M+ monthly users to small startups where I was the sole designer.

My experience includes building products from zero, redesigning mature platforms, leading design for a digital bank launch and owning product work hands-on from discovery through launch.

Core skills

Product design · User research · Information architecture · Interaction design · Design systems · Design leadership · Mentoring · Figma

Experience

Freedom Travel (Aviata.kz)

Senior Product Designer

Mar 2026 - Present

Part of Freedom Holding Corp. (Nasdaq: FRHC). Currently working on its B2B travel product used by travel agents to manage business trips and bookings.

- Redesigned the B2B travel platform end-to-end in five months, working across a mature product with years of legacy flows.
- Reworked the core booking model around the business trip rather than individual services, bringing flights, hotels and other bookings into one journey.
- Redesigned the account structure, search and booking flows across the product.
- Work directly with Product and Engineering from problem definition through implementation and testing.

red_mad_robot

Lead Product Designer

Mar 2025 - Nov 2025

Digital product consultancy with 1,000+ specialists across the group. Client: Zamanbank, an Islamic bank in Kazakhstan. Remote.

- Led a team of five designers building a new Islamic digital bank from discovery through MVP and launch.
- Combined design leadership with hands-on product work, spending roughly half of my time designing core journeys myself.
- Worked with Product and Engineering to translate Islamic banking and regulatory requirements into understandable customer flows.
- Set up the team's design process, reviews and Figma workflows.
- Designed and helped launch an AI-powered lifestyle product alongside the core banking experience.

Investbanq

Lead and Sole Product Designer

Dec 2022 - Feb 2025

Singapore-based wealthtech startup serving Southeast and Central Asia.

- Owned product design end-to-end as the company's sole designer, working directly with Product, Engineering and Data.
- Designed an AI portfolio builder that turned user and market data into personalised investment portfolios.
- Designed investment intelligence features combining portfolio data, market activity and real-time news.
- Owned both product and brand work, from early product concepts and flows to shipped interfaces.
- Worked closely with the founders on product storytelling and investor materials; the company later raised US\$3M.

Experience

STRONG TEAM

Senior Product Designer

Aug 2021 - Nov 2022

Banking software firm in Kazakhstan. Its client platform Jusan Business serves 100K+ business customers.

- Designed interfaces for Jusan Bank Business, BankCenterCredit Invest and Jusan Bank's internal CRM.
- Conducted user interviews and interface testing, and mentored junior designers.

izi.me

Senior Product Designer

Oct 2018 - Jul 2021

Digital mobile brand of Beeline Kazakhstan (VEON), now serving 1.1M monthly active users.

- Joined as the first product designer and helped build the mobile product from zero through launch and scale.
- Designed the core customer experience, including onboarding, SIM/eSIM activation, delivery, plan building and account management.
- Worked directly with Product and Engineering as the product evolved from an early concept into a mass-market telecom service.
- Designed Easy Pump, a feature that allowed customers to share unused mobile data with friends and family.
- Many of the core interaction patterns created during the original launch remain part of the product today.

Kaspi Bank

UX/UI Designer

Aug 2017 - Oct 2018

Part of Kaspi.kz, a Nasdaq-listed fintech and commerce group.

Its Kazakhstan super app had 15.7M monthly active users (2025).

- Designed interfaces for the mobile app, web and ATMs, including the Kaspi Business app MVP on both mobile platforms.
- Created a UI kit and design documentation for developers.

GOOD MEDIA

Designer

Jun 2014 - Jul 2017

GOOD! | Almaty-based branding and advertising agency

- Created logos, visual identities, brand books, print materials and advertising assets.

Choco Holding

UX/UI Designer and Art Director

2011 - 2014

Kazakh consumer tech group behind Chocoflife and Chocofood; reports 1M+ active users across the group.

- Designed and developed early versions of chocolife.me, lensmark.kz, chocofood.kz and chocomart.kz.
- Led product redesigns and designed internal projects. Worked on navigation, search and UX for lensmark.kz.
- Created digital and outdoor campaigns with the marketing team, maintaining a consistent visual style.

Education

Suleyman Demirel University

Bachelor's degree in Computing and Software

2008 - 2012