

Dayana Aitbayeva

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SUMMARY

Product Designer with experience across banking, oil & gas, and IT. Contributed to the MFO-to-bank transformation and development of key digital services. Background in engineering and management.

WORK EXPERIENCE

BCC

Feb 2026 – Present

Product Designer · B2C · B2B · Fintech

Remote

- Redesigned core authentication flows (biometric login, OTP, authorization) in response to a National Bank regulatory directive and a fraud-prevention initiative, reducing authentication failures and login drop-off; shipped Q1 2026.
- Delivered a 0→1 concept redesign of the bank's ESG rewards program, including the app's first core micro-animations, supporting a top-level strategic priority within the bank's 2030 ESG integration goals.
- Designed a centralized knowledge-base platform to replace fragmented, informal knowledge-sharing across social media and Teams - addressing recurring information loss and lack of update tracking across teams; design complete, implementation in progress.
- Led the redesign of BCC.kz's Homepage - the app's primary navigation and product discovery surface for all retail banking users shifting it from a static layout to a modular, prioritized block structure, in collaboration with engineering, research, marketing, and business stakeholders.
- Designed an internal admin panel enabling the marketing team to independently manage in-app Stories (news and announcements on the Homepage), removing engineering as a bottleneck for content updates.

KMF

July 2024 – Feb 2026

Product Designer · B2C · B2B · Fintech

Almaty, Kazakhstan

- Responsible for a core internal CRM platform, serving 40 000+ clients monthly and supporting the company's transition to digital banking.
- Designed 16 credit and non-banking CRM functions in 7 months.
- Alongside CRM development, designed and optimized mobile interfaces from scratch to improve user experience and streamline flows.
- Contributed to the transition to a new design system, ensuring synchronization of tokens and naming between design and code, rebuilding token structure for scalability.
- Maintained and scaled the design system by building new components, applying updated tokens, and writing detailed documentation.
- Created interactive prototypes using Advanced Prototyping for research on the Pathway platform.
- Conducted usability testing for CRM, identifying critical UX issues before release and driving leadership engagement in UX development.

Tengizchevroil - Kazakhstani Oil Giant

Feb 2024 – June 2024

UX/UI Designer · B2B · B2G · OilGas

Remote

- Designed a unified platform with integrated dashboards for optimizing oil and gas production.
- Developed 3 interface solutions for PowerBI with tables and charts, enabling engineers to analyze data, identify deviations in production metrics, and create forecasts, improving operational efficiency.
- Created a UI kit from scratch, ensuring compliance with established standards and guidelines.

Elefanto - Digital Agency

July 2023 – Dec 2023

UX/UI Designer · B2B · IT Services

Remote

- Contributed to the design of over 10 web and mobile interfaces for companies such as Romantic, KTJ, Allur, NesuVezu, and others.
- Designed an internal corporate directory for 200+ employees, standardizing processes and improving information accessibility.

Astana Hub - International IT Hub

Dec 2022 – May 2023

UX/UI Designer · B2B · B2G

Astana, Kazakhstan

- Created presentations, landing pages, and Instagram posts for IT events, conveying the company's brand and key messages.

EDUCATION (RESEARCH FOCUSED)

Warwick University

MSc Engineering Business Management

October 2021 – October 2022

Coventry, United Kingdom

Nazarbayev University

BS Civil and Environmental Engineering

August 2016 – June 2020

Astana, Kazakhstan

SKILLS

Softwares: Figma, Adobe Photoshop, Azure DevOps, Jira, Miro, Canva

Languages: Russian - Native, Kazakh B-1, English C-1, German B-1

RESEARCH AND ACADEMIA

Scientific research: BIM Implementation in Kazakhstan

Capstone Project: Lean Implementation in Perspective of Kazakhstan: Opportunities and Barriers