

# SENIOR UX RESEARCHER/DESIGNER

Elvina Shagvaleyeva

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Dubai, UAE

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Senior UX researcher and designer with 8 years of working experience, comprising 3 years in capital investments and 5 years in the field of UX research and design. Adept at introducing user-centred design process to digital products. Striving to understand people's needs and identify problems they encounter by using various user research techniques to design working solutions both for businesses and their customers.

## PROFESSIONAL EXPERIENCE (8 YEARS OVERALL, 5 YEARS IN UX RESEARCH AND DESIGN)

**RAKBANK, Lead UX designer** May, 2024 - Present (11 months) Dubai, UAE

- Leading digital journeys for retail banking (Easy payment plan, personal loans, credit card limit increase, wealth management and more)
- Introduced UX debt backlog management process, embedding it in the product development squads
- Designed and optimised personal loans digital application for retail banking consumers
- Currently leading a strategic UX project

**Digital of Things, Senior UX Consultant** May, 2023 - April, 2024 (9 months), Dubai, UAE

- Led and carried out discovery research for a major telecom provider in the UAE, identified usability issues, redesigned IA preserving SEO, designed new user journeys
- Conducted mixed method market research on cryptocurrency adoption in the MENA region (focus groups and large quantitative survey across three markets: UAE, KSA, Egypt) for FAANG
- Participated in a 5-day design-sprint from Mastercard for one of the Kuwaiti fintech startups to develop a product strategy
- Led a design project for a content creation AI tool, overseeing user research, UX and UI design
- Led a website redesign project for a real estate crowdfunding platform (IA optimisation, user experience and interaction improvements, new premium look and feel)
- Redesigned websites for start-up companies leading to conversion rate optimisation (IA rework, optimised user flows)

**Digital of Things, UX Consultant** May, 2022 - May, 2023 (1 year 1 month), Dubai, UAE

- Led a digital transformation project for one of the leading automobile dealers in the UAE (UX strategy, user research and end-to-end UX design)
- Planned and facilitated stakeholder workshops to gather business requirements together with a team of designers
- Conducted user research (remote tree-testing, remote focus groups, in-lab usability testing, field research: contextual inquiry, expert reviews) for start-ups, well established companies and the UAE government
- Optimised internal design processes and workflows (created wireframes library and templates for research data analysis)

**EPAM Systems, Experience designer** Nov, 2020 - May, 2022 (1 year 7 months), Almaty, Kazakhstan

- Independently planned and executed user research to improve the UX of a workforce planning and forecasting web application and internal hoteling/hotdesking solution
- Redesigned two intranet websites (new information architecture, improved navigation, fresh look and feel)
- Contributed to the company's research teams (in-depth interviews, surveys, competitor benchmarking)
- Mentored students in a local bootcamp

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**Mybuh.kz, UX & UI designer** Jun, 2020 - Nov, 2020 (6 months), Almaty, Kazakhstan

- Developed new information architecture for an accounting web application by conducting user research (card sorting and tree testing) with limited access to users
- Designed new user flows and interactions
- Created design system from scratch
- Advised the stakeholders on the user-centric approach and introduced it to the product development process
- Application redesign led to decreased number of support calls and requests regarding usability and navigation issues

**Freelance projects, UX & UI designer** Jan, 2020 - May, 2020 (5 months), Almaty, Kazakhstan

- Designed landing pages for local startups, adapted the designs for mobile
- Conducted user research (in-depth interviews and survey) and developed a concept of a mobile app for psychological support, iterated on the solution after usability testing

**Kazakhtelecom JSC, Project finance manager** Oct, 2016 - Dec, 2019 (3 years 3 months), Almaty, Kazakhstan

- Participated in the capital budgeting process, monitored and analysed its execution
- Evaluated the effectiveness of investment projects based on a number of key financial KPIs (such as NPV, IRR, PBP)
- Formed an investment programme in SAP ERP, allocated and corrected the capital budget for projects, and approved capital expenditure requests
- Participated in the process of capital budget planning, monitoring and optimisation

## EDUCATION AND CERTIFICATION

**Certified User Experience Analyst (CXA), HFI** Aug, 2024

Certification programme provided by HFI (Human Factors International) with the focus on persuasion design, omni-channel strategy, innovation and org-level UX maturity

**UX-PM, Level 1** Jan, 2024

Certification programme sponsored by UXalliance

**DesignSpot School, EPAM Systems** Jun, 2020 - Sep, 2020

Educational programme with the application of UX design practices and mentorship provided by DesignSpot Community at EPAM Systems

**California Institute of the Arts, Coursera** Jul, 2019 - Sep, 2019

UI/UX Design Specialisation

**Deutsch-Kasachischen Universität** 2012 - 2016

Bachelor of Economics & Business, Finance  
Investment analysis