ULDANA ZHOLDASBAYEVA

Brand/Visual Designer

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uldanaportfolio.com

Former Senior Product Designer with 16 years of experience. Now focusing on branding and visual design, building thoughtful identities and flexible visual systems, drawing on hands-on experience across both digital products and brand communication.

Experience

LiTRO
Senior Product Designer
Jul 2025 - Jul 2026

Optimized LiTRO products, partner acquisition flows, and landing pages to increase conversion rates.

kwaaka
Product Design Lead
Jan 2023 - Nov 2024

- Created B2B Saas admin application for restaurants
- Create new brand system shared across departments
- Led the design team of 2

Toptal
Product/Visual Designer
Jan 2019 - Jul 2019

Brand and marketing design support for international clients

VILED
Senior UX/UI/Brand Designer
Sep 2019 - Jan 2020

- Designed eCommerce platform for the largest luxury retailer
- Branding and marketing design

Codemotion Ninjas
UX/UI/Visual Designer
Oct 2018 - Sep 2019

Design support for several clients

Epam Systems
Experience Designer
Nov 2017 - Oct 2018

- UX/UI for Insurance company
- UI support of different small projects

Akku
Product Designer
Sep 2015 - Sep 2017

Product design for a health and nutrition App

DAR
UI/UX and Visual/Brand Designer
Oct 2013 - Sep 2015

Designed all product and visual design materials for multiple projects.

Education

University of the Arts London (Central Saint Martins College of Arts and Design)
BA (HONS) Graphic Design, Class of 2013

University of the Arts London
Foundation Degree in Arts & Design, 2007 - 2008

Skills

Design

- Brand Design
- Visual Systems
- Marketing Design
- Art Direction
- Graphic Design
- Packaging

Tools

- Figma
- Adobe CC
- Jira
- Slack
- Claude
- Canva