

BEGIMAI ISMAILOVA - Product Designer with 4 years of experience

ismailovabegii@gmail.com | [linkedin.com/in/begi-ismailova/](https://www.linkedin.com/in/begi-ismailova/) | <http://www.begiismailova.com> | +971506655939

At Careem (Uber family), designed platform features for 15 MENA markets: video ads with measurable CPM outcomes, in-app brand lift studies, roadblock formats, and the Careem Recap year-in-review. Before that, took Gen AI products from 0 to 1 at Retentive Labs and designed fintech at Halyk Bank, Central Asia's largest bank.

Comfortable in the messy middle: ambiguous briefs, revenue targets, and design systems at scale. Prototype fast with **Figma, Claude Design, Figma Make and Lovable**

PROFESSIONAL EXPERIENCE

Careem, Product Designer, Platform (UAE, Full-Time)

April 2025 - June 2026 (1 year 2 months)

Super app serving 15+ markets across the MENA region, offering rides, delivery, grocery, and financial services.

At [Careem](#), I design across Discovery and Growth teams focusing on activation and retention.

- Shipped video ads on the post-trip tracking screen (iOS/Android) with state-by-state hierarchy logic: **+25% CPM, ~\$200K incremental revenue, 90% completion rate** across 15 markets — Care Contact Rate unchanged.
- Led in-app brand lift studies: **+32% advertiser renewal, +30% revenue vs. generic ads**, 1.7M users reached.
- Shipped premium roadblock ad format on Rides and Quik, **aligning Growth and Activities squads on shared state-priority rules**: ~2x avg deal size, 100% utilisation, live in KSA and UAE.
- Contributed to **Aurora design system** — authored specs and documentation for components reused across 22 verticals.

Retentive Labs, Product Designer, Gen AI (USA, Full-Time)

Sep 2023 - April 2025 (1 year 8 months)

Consulting company focused on AI and big data based in Richmond, Virginia.

- Designed AI-powered interfaces from 0→1, shaping [Chattykbai](#) (AI guest messaging for Hostaway users) and [SigmaOne.ai](#) (AI voice tool for MSPs). Built the SigmaOne landing page using Squarespace, optimizing user engagement and accessibility.
- Redesigned [Codesquire.ai](#)'s landing page, increasing traffic by 22% and securing \$120,000 in new investments.

Street Baker, Researcher

Oct 2022 - May 2023 (8 months)

Bakery B2B app in Central Asia.

- [Street Baker](#), one of Central Asia's leading macaron providers, needed to optimize its logistics operations. I led research and usability testing, launching an MVP in 4 weeks, which cut development costs by 30%. My work on improving the digital experience helped secure a \$100,000 investment, ensuring scalability for future growth.

Halyk Bank, Product Design Intern, Accounts & Transfers

Jun 2022 - Sep 2022 (4 months)

The largest universal commercial bank in Kazakhstan has branches in Georgia, Russia, Tajikistan, Uzbekistan and Kyrgyzstan.

- [Halykbank.kz](#)'s international transfers platform required significant improvements in customer experience. I introduced a new customer feedback system, reducing iteration cycles from 8 weeks to 3 weeks and improving user satisfaction scores from 3.0 to 4.7. Additionally, I optimized the verification platform, reducing processing time by 40% and cutting user-reported issues by 17%.

Semantir, Product Design Intern, Gen AI (USA Full-Time)

May 2021 - Sep 2021 (5 months)

First tool that creates unique AI-generated product descriptions based in Delaware, USA

- At [Semantir.ai](#), an AI-driven product description tool, I worked on refining the integration page, increasing user adoption by 12%. Through early-stage research, I helped accelerate development timelines by 20%, ensuring a faster product launch.

EDUCATION

Bachelor's Degree in Business Administration | [American University of Central Asia](#)

- Exchange Program in IESEG Business School (Paris, France)

Tools: Figma, Claude Design, Figma Make, Lovable, v0, Midjourney, A/B testing, data-informed design.