JAZGUL MADAZIMOVA

UX DESIGNER / UX STRATEGIST

CAREER PROFILE

- UX Designer with 9+ years of experience in research, design and marketing.
- Conceptualized and curated 15+ creative projects addressing design strategy, sustainability adoption, distribution growth and socially engaged art.

EXPERIENCE

Now 2022 — YOKO CO — Remote

Web design & development agency serving purpose-driven organizations

UX Strategist *jul 2022 - now*

- Facilitated user research and stakeholder interviews, created user personas and UX strategy recommendations, curated information architecture based on user and company needs. Presented to clients, improved based on the team and client feedback. Involved in up to 30+ projects and client companies.

2022 2021 — **Product Designer** (freelance projects) — Bishkek - Kyrgyzstan

TUMAR *nov 2021 - feb 2022*

- Designed a responsive website for sustainable shoes manufacturer targeting B2B shoe retailers and distributors abroad;
- Collaborated and strengthened design strategy, conducted market and user research, competitor analysis, copywriting and visual content, prototyping and usability testing;

AIYM Group *jul 2021 - sep 2021*

- Designed pregnancy tracking app aimed at educating women in rural areas;
- Curated product development, user research, information architecture, created wireframes, prototyped and tested with potential users;

UX Academy *apr 2021 - sep 2021*

- Introduced a new feature to an existing app to help Millennials in managing their financial goals based on the findings of interviews and secondary research, competitor analysis, user persona, empathy map, task flow and user testing;

2022 2015 — TUMAR — Bishkek - Kyrgyzstan

Sustainable shoes manufacturing brand, tumar.com

Marketing & Design Strategist *jul 2019 - oct 2022*

- Developed sustainable design concept, built a Design Team, curated full design and marketing cycle of product collections.
- Introduced unified design system at all B2B and B2C platforms and SMM, international trade fair presentations in Europe and Japan.
- Outcome: optimized product representation based on distributor pain points, improved organic search traffic by 25% and 20+ potential distributors attracted.

Head of Sales and Marketing (B2B, B2C) *aug 2017 - mar 2019*

- Initiated optimizing product from 2000 to one strategic product, based on interviewing 150+ B2B customers.
- Outcome: company income raised to 70% in three years, optimized production cost, & delivery, decreased logistical cost by 35%, and established long-term distribution in USA, Canada and Europe.

Sales Manager (B2B) *apr 2015 - aug 2017*

- Coordinated distribution growth in Europe and USA, presented the brand at 8+ international trade fairs.
- Facilitated 20+ workshops for production, sales, marketing and design teams based on sales analysis and customer reviews.

2014 2010 — UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES — Osh - Kyrgyzstan

UN emergency relief project in post ethnic war communities, unhcr.org

Senior Protection Assistant *jun 2013 - mar 2014*

- Interviewed people in conflict zones, gathered information for providing emergency humanitarian aid support for researched peace-building efforts together with the post-war communities, local authorities and assistance partners.

2013 2012 — DOCTORS WITHOUT BORDERS (MSF) — Osh - Kyrgyzstan

Part of global effort to make TB treatments affordable, msf.org

Communications Officer *jul 2012 - may 2013*

- Promoted and facilitated MSF communications strategy in field.
- Coordinated community engagement with Patient Support, Education & Counselling team.

CONTACTS

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Linkedin

jazgul.com

Bishkek, Kyrgyzstan

SKILLS

UX strategy & design
User research
Wireframing
Prototyping
Usability testing
Content strategy
Marketing and sales
Customer relations
SEO Audit

EDUCATION

UX Academy
DesignLab, USA
2021-2022

BA: International and Comparative Politics
American University of Central Asia
2007-2012

ART COLLABORATIONS

Social practice art:
Nebula
Mother Tongue
I Could Fly in My Dream
Mons Pubis Veneris
The Red Line
Milky Way
Rabitza
1+3