



My name is **Alina Yambayeva**, and I am a graphic designer with over 14 years of experience in the design industry. Originally from Almaty, Kazakhstan, I am currently based in Dubai, UAE.

I am passionate, creative, and dedicated, backed by practical experience. I specialize in visuals and sketches, but my expertise extends beyond words. Each project I undertake incorporates unique marketing insights and strong visual representation. My broad skill set in design, art, and creativity, combined with knowledge of file preparation and production processes, enables me to deliver added value in every project.

I pride myself on being hardworking and dependable, approaching each task with enthusiasm and a love for tackling new challenges. Additionally, I possess strong leadership skills and experience in coaching design teams.

Why not collaborate together?

*More than
14 years
experience*

July 2018 - May 2021 -Present

**Graphic Design Manager/ Graphic communications leader
IKEA store Yas Island and Dubai Jebel Ali**
Abu Dhabi & Dubai, UAE

IKEA is a global home furnishing brand. Worked as a Graphic Communications Manager at the Yas Island store and moved to the Dubai Jebel Ali store.

MAIN RESPONSIBILITIES:

- Manage a team of graphic designers to deliver high-quality graphic solutions throughout the store.
- Plan, implement, and follow up on all store projects.
- Participate in other store-related projects as needed.
- Assist Visual Merchandisers and Interior Designers with store projects or activities.
- Ensure all graphic designers are properly trained, including development programs to meet store performance and succession needs.
- Recruit graphic designers.

MAIN ACHIEVEMENTS:

- Created several regional graphic directions, manuals, and guidelines.
- My work was highlighted as a good example in the IKEA frameworks and adopted by other stores globally.
- Conducted multiple training sessions for the store team.
- Was a country IKEA ambassador and represented IKEA UAE stores in 2019 in IKEA global event in Sweden.

DECEMBER 2012- June 2018

Graphic Designer
Easy Media
Dubai, UAE

The company specializes in gift items, packaging, and design.

MAIN RESPONSIBILITIES:

- Managing client proposals from typesetting to design, print, and production
- Advising on production types and materials
- Preparing company presentations and marketing campaigns
- Managing the company website
- Conducting research for new products and target markets
- Training new employees

MAIN ACHIEVEMENTS:

- Created a new website, increasing sales leads
- Successfully completed hundreds of client projects
- Designed proposals for corporate clients under tight deadlines
- Established trusting relationships with designers, vendors, and key clients

DECEMBER 2010 - DECEMBER 2012

Freelancer

Almaty, Kazakhstan

I have two years of freelance experience, which includes working on magazines, photo shoots, and designing exterior lighting and signage.

MAIN RESPONSIBILITIES:

- Directly engaging with clients, briefing and advising them on design style, format, production, and timelines.
- Developing concepts, graphics, and layouts for product illustrations, company logos, and websites.
- Meeting deadlines consistently to deliver projects on time.

MAIN ACHIEVEMENTS:

- Created the design for an external wayfinding system for a government hospital.
- Established the design and layout style from scratch for two newly-opened magazines and one catalog, including creating brand guidelines and designing corporate websites.
- Successfully completed product photo shoots.

JUNE 2012 - DECEMBER 2012

Graphic Designer / Layout editor
Nutripharm Eurasia, Newspaper "Vitamin"
Almaty, Kazakhstan

The company is the official distributor of dietary supplements, with ownership of several shops across the city, and publishes a bi-monthly newspaper.

MAIN RESPONSIBILITIES:

- Design, layout, and create advertisements for print and online media.
- Design and layout the newspaper.
- Deliver final layout and output files of the newspaper, oversee printing and approve test-runs before mass production.
- Update the corporate website.

MY MAIN ACHIEVEMENTS:

- Enhanced color printing layouts, significantly reducing color errors.
- Developed exceptional advertisements for the company's products.

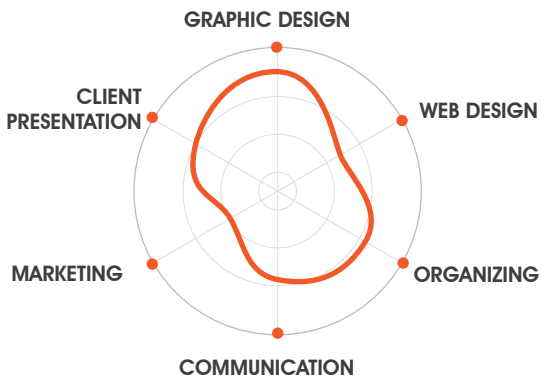
AUGUST 2010 - AUGUST 2011

Senior Graphic Designer / Layout editor
Advertising Catalog "Info-Center"
Almaty, Kazakhstan

INTERNSHIP

In Service Group. February 2010 – May 2010.
Art Express. June 2008 – September 2008.
DDW Company. June 2009 – September 2009.
Almaty, Kazakhstan

PERSONAL SKILLS



DESIGN SKILLS

INDESIGN	• • • • • • • • • •
ILLUSTRATOR	• • • • • • • • •
PHOTOSHOP	• • • • • • • • •
LIGHTROOM	• • • • • • • •
MICROSOFT OFFICE	• • • • •
DRAWING	• • • • • • •
TYPOGRAPHY	• • • • • • • •
LAYOUT	• • • • • • • • •

HOBBIES & INTERESTS



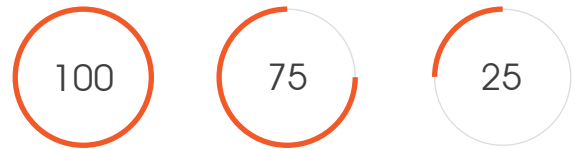
EDUCATION

SEPTEMBER 2006 - JULY 2010

Artist–Master Design

Almaty College of Decorative and Applied Art.
(Trained under O. Tansykbaev)

LANGUAGE KNOWLEDGE



RUSSIAN	ENGLISH	KAZAKH
Mother language	Advanced level	Basic level

PERSONAL INFORMATION

Date of birth:	19 December 1989
Place of birth:	Almaty, Kazakhstan
Marital status:	Married
UAE visa:	Employment
Driving license:	Yes, UAE valid

portfolio

alina-yambayeva.com