

Sapar Tileujanuly

Multidisciplinary Visual Designer | Art Direction | Brand, Digital & Motion

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PROFILE

Multidisciplinary visual designer and art director with 10 years of experience across brand identity, key visuals, campaigns, UX/UI, web, motion, presentations and print. Combines concept development and hands-on production with client briefing, team leadership and cross-format delivery. Uses AI image and video workflows strategically to expand creative possibilities and create clear, distinctive visual outcomes.

CORE EXPERTISE

Creative leadership: Art direction, creative direction, team management, mentoring and project planning

Brand systems: Brand strategy, identity, positioning, messaging, key visuals and campaign systems

Digital design: UX/UI, web design, visual communication, online graphics and content presentation

Production: Motion, animation, video, presentations, print, packaging, illustration and AI image/video

EXPERIENCE

Graphic Designer

Jun 2025 - Present

Cromos Pharma | Remote

- Develop multi-format visual communications across brand, campaigns, web, motion, presentations and print for an international clinical research organization.
- Translate complex scientific and business topics into clear creative concepts, carrying work from art direction through hands-on production.
- Apply AI-assisted image and video production to extend creative directions and deliver distinctive visual outcomes.

Senior Graphic Web Designer

Nov 2024 - May 2025

EduPlat LLC | Remote

- Designed content presentation and platform visuals for margulan.info, helping make complex business knowledge clearer for entrepreneurs.
- Improved the structure, accessibility and practical usability of course materials, platform visuals and user-facing content.

EXPERIENCE - CONTINUED

Independent Creative Projects & Community Leadership

Nov 2023 - Oct 2024

Career development period | Almaty, Kazakhstan

- Founded Unison Creative Community and led several large-scale projects as Lead Designer and Art Director.
- Deepened leadership and creative-direction practice while reassessing long-term professional goals and working environment.

Art Director / Team Lead

Sep 2019 - Oct 2023

Kurmashev Studio | Almaty, Kazakhstan

Art Director: Jan 2021 - Oct 2023 | Team Lead: Sep 2019 - Jan 2021

- Directed graphic and UX/UI projects from client briefing and requirements documentation through creative supervision and delivery.
- Built, mentored and motivated design teams; delegated work, planned timelines and workloads, and maintained quality standards.
- Developed brand platforms, positioning, messaging, visual systems, logos and identities, then supervised implementation across touchpoints.

Graphic Designer

Dec 2017 - Aug 2019

NCOC (North Caspian Operating Company) | Atyrau Region, Kazakhstan

- Designed web interfaces, presentations, posters, instructions, leaflets and other print communications for varied business needs.
- Created logos and edited video content, maintaining clear and consistent visual communication across digital and print formats.

Lead Designer

Sep 2016 - Oct 2017

QAZKOM (Kazkommertsbank JSC) | Almaty, Kazakhstan

- Developed creative concepts for print and web, adapted layouts for digital platforms, and designed maps and email marketing materials.
- Applied brand and user-experience principles to produce clear, engaging communication across customer touchpoints.

EDUCATION

Bachelor's Degree - Mathematics and Computer Modelling

2012 - 2016

International IT University | Almaty, Kazakhstan

LEADERSHIP & LANGUAGES

President, Toastmasters International Club in Atyrau | Dec 2017 - Sep 2019

Languages: Kazakh - Native/bilingual | Russian - Native/bilingual | English - Full professional proficiency