

ZHASSULAN TOKENOV

Localization, translation & QA Specialist | Kazakh/Russian | AI Prompt Engineer

TG: @jazz8k • 2kenov@gmail.com • linkedin.com/in/tokenov • Astana, Kazakhstan

Summary

Multilingual Localization & QA Specialist with 7+ years of experience helping global products enter and grow in Central Asian markets. Native Kazakh and fluent Russian speaker with strong expertise in software, UI/UX, crypto/Web3, fintech, iGaming, marketplace, and SaaS localization. Experienced in translation, editing, MTPE, LQA, terminology management, AI prompt engineering, and AI-assisted localization workflows.

Worked on high-impact localization projects, including the Kazakh launch of iOS 16, Temu's localization for Kazakhstan, and multiple global apps and digital platforms. Skilled at adapting complex product, marketing, CRM, and compliance content into natural, accurate, and culturally relevant Kazakh and Russian.

Tools: Crowdin, Phrase, memoQ, Xbench, Smartling, Trados, Smartcat

Industries: Crypto/Web3, Fintech, iGaming, Marketplaces, SaaS, Education, Mobile Apps

Open to freelance and full-time opportunities in Localization, QA, LQA, AI training, and AI-assisted content workflows.

Experience



Bitget

Remote

Localization Specialist | Russian

04/2026 - Present

- Translated, localized, and proofread English-to-Russian content for Bitget's websites, landing pages, and country-specific promotional campaigns
- Adapted crypto, marketing, and advertising materials for social media, paid campaigns, and a wide range of online and offline visual assets
- Managed localization of the Bitget mobile app interface, ensuring a seamless Russian-language experience across client registration, onboarding, and trading-related flows
- Delivered high-quality translations of specialized content, including technical Forex and cryptocurrency articles, product materials, and direct client communications
- Collaborated closely with the Content Marketing Localization team to maintain a consistent Bitget brand voice across all Russian-language platforms
- Applied strong cultural and market understanding to ensure localized content was accurate, natural, and aligned with tone of voice, technical and financial terminology, regulatory sensitivity, and user intent
- Maintained rigorous quality-control standards and effective time management while applying SEO best practices to localized content



Wallet in Telegram

Remote

Localization Lead (Kazakh)

11/2025 - Present

- Led Kazakh localization for Wallet in Telegram, covering product UI, onboarding flows, Help Center content, CRM messages, and user-facing crypto communications.
- Developed and maintained Kazakh terminology for Web3, payments, custody, security, and compliance-related content to ensure consistency across all materials.
- Reviewed and edited localized content to ensure accuracy, natural tone, cultural relevance, and alignment with product requirements.
- Collaborated with localization managers, content teams, and product stakeholders to deliver clear and user-friendly Kazakh translations.
- Ensured complex crypto and fintech concepts were localized in a way that remained accurate, accessible, and easy to understand for Kazakh-speaking users.



RISK

Localization Specialist

11/2025 - 04/2026

- Lead end-to-end content localization and strategy for a wide range of CRM communications, including email campaigns, push notifications, and in-app messages
- Manage the entire content lifecycle from creation and translation to direct implementation within CRM platforms, ensuring brand tone and quality standards
- Spearhead quality assurance by proofreading and editing all content to guarantee consistency and cultural relevance within the designated market
- Collaborate closely with cross-functional teams to streamline content delivery, incorporate user feedback, and ensure all materials comply with legal and regulatory requirements
- Maintain translation glossaries and style guides to ensure consistency and efficiency across all localization efforts



EC Innovations, Inc

Localization Lead (Kazakh) for the Leading Crypto Exchanges

02/2025 - 04/2026

- Post-editing MT output to meet quality standards
- Ensuring accuracy, terminology consistency, and natural fluency
- Providing feedback to optimize AI translation workflows
- Meeting tight deadlines while maintaining high quality
- Proficient in CAT tools, MT, and quality estimation with expertise in various domains



Caucasus Translations / Caulingo

Localization specialist (Kazakh)

09/2025 - 04/2026

- Localized and reviewed Kazakh content for medical devices, consumer electronics, and official government-related documents, ensuring accuracy, clarity, and terminology consistency.

Experience

-  **Creative Words** Remote
Localization Lead (Kazakh) 05/2025 - 05/2026
 - Led Kazakh localization projects for global clients across fintech, SaaS, marketplace, marketing, and digital product content.
 - Managed the localization workflow from translation and editing to final QA, ensuring consistency, accuracy, and timely delivery.
 - Adapted English source content into natural Kazakh while preserving brand voice, tone, user intent, and market relevance.
 - Maintained glossaries, style guides, and terminology consistency across multiple projects and content types.
 - Performed linguistic QA and final reviews to ensure localized materials were clear, polished, and ready for publication.
-  **Outlier** Sofia, Bulgaria
AI Educator 10/2024 - 03/2025
 - AI Instruction: Designing and delivering comprehensive AI courses and workshops, tailored to various skill levels, to foster a deep understanding of AI principles and applications
 - Proofreading Expertise: Ensuring the highest quality of educational materials and content through meticulous proofreading and editing, enhancing clarity and effectiveness
 - Large Language Models (LLM) Implementation: Utilizing cutting-edge Large Language Models to develop innovative AI solutions, streamline processes, and enhance learning experiences
-  **Alorica** Sofia, Bulgaria
Ad Monetization Manager for Kazakhstan region 05/2024 - 03/2025
 - Manage and optimize digital advertising strategies to maximize revenue across various platforms
 - Analyze performance metrics and adjust ad placements to improve profitability
 - Maintain relationships with advertisers and negotiate ad deals to ensure mutually beneficial agreements
 - Develop data-driven strategies to increase ad engagement and user experience
 - Manage advertising budgets and ensure effective allocation of resources
 - Continuously monitor ad performance and implement improvements based on insights and trends
 - KYC and AML as part of advertiser verification
-  **Temu** Astana, Kazakhstan
Senior localization manager 02/2024 - 08/2024
 - Conducted in-depth user research in target markets, focusing on cultural nuances and language usage in Kazakh and Russian-speaking regions
 - Led the translation and proofreading of user interface content, ensuring cultural appropriateness and linguistic accuracy for Kazakh and Russian users
 - Provided strategic localization recommendations to the product team, enhancing the usability and relevance of product pages for regional markets
 - Developed style-guide, glossary and AI prompts for automation
-  **LocalEyes Ltd** Cork, County Cork, Ireland
Localization QA Engineer with Kazakh & Russian languages 11/2021 - 12/2023
 - Managed localization quality assurance for Kazakh and Russian languages, ensuring compliance with internationalization standards
 - Utilized advanced localization tools and platforms to streamline the translation process for Kazakh and Russian markets
 - Collaborated with remote teams across different time zones to deliver high-quality localized content on tight deadlines
-  **TELUS International** Bulgaria, Sofia
Trust & Safety Content Analyst with Kazakh & Russian languages 05/2019 - 01/2022
 - Monitored and evaluated content in Kazakh and Russian, ensuring adherence to community standards and regulatory requirements
 - Delivered high accuracy in content analysis and localization, contributing to safer and more culturally sensitive user experiences
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 - Delivered high accuracy in content analysis and localization, contributing to safer and more culturally sensitive user experiences