

# Alisa Logacheva

## User Experience Designer

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Portfolio: <https://alisal2002.github.io/alisallogachevportfolio/projects.html>

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## EDUCATION

### University of Central Florida

Bachelor of Arts, Digital Media - Web and Interactive Media track

*Orlando, FL*

August 2022 – May 2025

- Relevant Coursework: Front-End Web Development, Client-side Scripting, Interactive Design, Design for Accessibility and Engagement, User-Centered Design
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## EXPERIENCE

### UX and Graphic Designer

PETTER

*Orlando, FL*

August 2023 – Present

- Enhanced brand identity and user experience by designing a distinctive app logo in **Adobe Illustrator**.
  - Strengthened app's design consistency and efficiency by collaborating with a team to develop a comprehensive design system.
  - Conducted **research** and **usability testing** to gather insights, ensuring the app meets pet owners' needs.
  - Enhanced **accessibility** by co-designing an intuitive, visually appealing interface in **Figma**, ensuring seamless navigation.
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### Project Designer and Developer

Aesthetic Design Alliance

*New York, NY*

June 2024 – July 2024

- Strengthened company's online presence by designing and developing a fully branded website, distinctive logo, cohesive color palette, and established brand identity.
  - Enhanced client engagement by designing a compelling website in **Figma**, ensuring alignment with company's business goals.
  - Led front-end development using **HTML**, **CSS**, and **JavaScript**, delivering a functional user experience.
  - Maintained and optimized the website to ensure accuracy, performance, and brand consistency, supporting long-term business growth.
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## ACADEMIC INVOLVEMENT & EXTRACURRICULAR ACTIVITIES

### Girls Who Code | Orlando College Loop

Member

*Orlando, FL*

September 2023 – Present

- Contribute to the club's mission by participating in a variety of weekly events.
- Take part in working on semesterly team projects creating websites, apps, and games.
- Strengthen collaboration and innovation by engaging in weekly workshops aimed at closing the gender gap in science and technology.

## **H2Hacks**

Designer & Front-end Developer

*Brooklyn, NY*

September 2019

- Ensured successful project outcome by leading the design of a dynamic website using **HTML** and **CSS**, ensuring eye-catching user interfaces.
- Enhanced team performance by contributing to developing an interactive game during an intensive 12-hour event.
- Applied quick problem-solving and collaboration in a high-pressure environment, resulting in a 'Best Hacks' nomination.

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## **TECHNICAL SKILLS**

### **Hard Skills:**

Figma, Canva, Sketch, Adobe Suite, CSS, HTML, JavaScript, Material UI Design, Apple Human Interface Guidelines, WCAG Accessibility Standards, Content strategy, Wireframing, Information architecture, UX Research, Usability testing, Journey mapping, Design systems, User personas, UX writing.

### **Soft Skills:**

Communication, Cross-functional team collaboration, Emotional intelligence, Quality assurance, Time management.