Alisa Logacheva

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User Experience Designer

Enhance Product Accessibility | Increase User Satisfaction with Research Driven Design Solutions

User-centered UX Designer with a strong foundation in **visual design, front-end development, and accessibility**. Skilled in designing **intuitive digital products** and **scalable design systems** that **improve usability**, support strategic objectives, and **solve real-world problems**.

Experienced in translating **complex requirements** into **clear, inclusive interfaces** through **research-driven insights** and close **collaboration** with **cross-functional teams**. Proven ability to **enhance engagement, streamline workflows**, and deliver thoughtful, **accessible solutions** across the **full UX lifecycle**.

User-Centered Design | Wireframing & Prototyping | Design Systems | Usability Testing | Information Architecture | UX Writing | Journey Mapping | Heatmapping | Agile Development | Cross-Functional Collaboration

Technical Skills & Qualifications

Software & Tools Figma, Canva, Sketch, Zeplin, Adobe Suite, Jira, Miro, UserZoom, Optimal Workshop, Generative Al

Design & Technology CSS, HTML, JavaScript, Material UI, Apple HIG, WCAG Accessibility Standards

Certifications Accessibility-First Design, 2023; Developing for Web Performance, 2024

Professional Experience

PPL Corporation | *Allentown, PA* | *Remote* **UX Design Intern**

Jan 2024 - Present

Support the UX design and execution of digital experiences for a **large-scale utility company**. Collaborate with senior designers and cross-functional teams to enhance usability, maintain design consistency, and deliver scalable, user-centered solutions.

- Enhanced a large-scale utility platform by creating and documenting scalable Figma components, variables, and tokens for an Enterprise Design System—improving accessibility and visual consistency across multiple brands.
- Strengthened design execution by collaborating closely with senior designers across teams, contributing to UI/UX decisions, and supporting key deliverables such as user flows, wireframes, and interactive prototypes.
- Enhanced user testing and streamlined design handoffs, creating fully interactive high-fidelity prototypes using Figma Smart Animate, effectively showcasing intended functionality and user flows.
- **Improved stakeholder engagement and design alignment** by supporting product managers in planning and facilitating user workshops and internal events.
- **Optimized workflow** by researching emerging design tools and proposing **Figma plugin** adoption to improve team efficiency.

PETTER | Orlando, FL

Aug 2023 - May 2025

UX Designer & Graphic Designer

Worked on a cross-functional design team to design and **develop a mobile** app through user-centered design practices, research, and iterative collaboration.

- Enhanced brand identity and user experience by designing a distinctive app logo in Adobe Illustrator.
- Strengthened the app's design consistency and efficiency by collaborating with a team to develop a comprehensive design system.
- Improved the app's alignment with user needs by leading research and usability testing sessions, gathering insights, and directly informing design decisions.
- Enhanced accessibility and ease of use by designing an intuitive interface in Figma, resulting in a seamless navigation experience for diverse users.

 Accelerated product delivery by actively contributing to an agile environment, aligning design decisions with development timelines through sprint planning, daily stand-up meetings, and iterative design reviews.

Aesthetic Design Alliance | *New York, NY* | Remote **Product Designer & Developer**

Jun 2024 - Jul 2024

Designed and developed a fully branded **company website**. **Led front-end development** and collaborated with stakeholders to deliver a user experience aligned with business goals. Contributed to brand strategy, visual identity, and ongoing optimization to support long-term engagement and growth.

- Strengthened the 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 the company's business goals.
- Improved cross-device usability and performance by leading front-end development with HTML, CSS, and JavaScript, delivering a responsive, accessible user experience that met modern web standards.
- Optimized and maintained the website to improve performance, ensure content accuracy, and reinforce brand consistency, contributing to sustained user engagement and long-term business growth.
- **Improved project outcomes and stakeholder alignment** by leading design presentations and client-facing meetings during key stages of the development cycle.

Academic Involvement & Projects

Girls Who Code | Orlando College Loop | Orlando, FL Graphic Designer Sep 2023 - May 2025

- Advanced the club's mission to close the gender gap in STEM by organizing impactful events and creating digital content that increased awareness and participation across campus.
- Enhanced club visibility and engagement 80% by designing compelling visual content for social media, presentations, and marketing campaigns.
- **Improved brand consistency** and outreach by collaborating with the marketing team to align designs with national GWC branding, leading to increased event attendance and digital engagement.
- Enhanced visual storytelling by creating polished, informative content using Canva, Adobe Photoshop, and Illustrator to support campaigns and drive awareness.

H2Hacks | Hackathon | *Brooklyn, NY* **Designer & Front-end Developer**

Sep 2019

- Led the team to a 'Best Hacks' nomination by applying quick problem-solving and effective collaboration in a fast-paced, high-pressure environment.
- Led the design and front-end development of a dynamic website using HTML and CSS, delivering a visually engaging and user-friendly interface contributing to an award-winning digital product.
- **Enhanced team performance** by contributing to developing an interactive game during an intensive 12-hour event, driving rapid ideation and execution.

Education

Bachelor of Arts (BA), Digital Media - Web and Interactive Media | *Orlando, FL* **University of Central Florida**

May 2025

Additional Skills

Written, Oral, and Interpersonal Communication | Emotional Intelligence | Quality Assurance | Time management

Languages

English (Fluent) | Russian (Fluent Native)