

# 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 | Data Visualization**

## Technical Skills & Qualifications

<b>Software &amp; Tools</b>	Figma, Canva, Sketch, Zeplin, Adobe Suite, Jira, Miro, UserZoom, Optimal Workshop
<b>Design &amp; Technology</b>	CSS, HTML, JavaScript, Material UI, Apple HIG, WCAG Accessibility Standards, Generative AI
<b>Certifications</b>	Accessibility-First Design, 2023; Developing for Web Performance, 2024

## Professional Experience

**PPL Corporation** | Allentown, PA | Remote  
**UX Designer**

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**.
- **Collaborated with product, engineering, and QA teams** to create high-fidelity prototypes in **Figma** and **Adobe Creative Suite**, enhancing user experience and ensuring design consistency across platforms.
- **Optimized workflow** by researching emerging design tools and proposing **Figma plugin** adoption to improve team efficiency.

**PETTER** | Orlando, FL  
**UX Designer**

Aug 2023 – May 2025

**Worked on a cross-functional design team** to design and **develop a react-based 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**

May 2022 – Aug 2023

**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 2022 – 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)