

# Alisa Logacheva

## Experience Designer / Product Designer

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Portfolio: <https://alisa2002.github.io/alisalogachevportfolio/>

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## Education

### University of Central Florida

August 2022 – May 2025

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

- Client-side Scripting
  - Server-side Scripting
  - Front-End Web Development
  - Interactive Design
  - Design for Accessibility and Engagement
  - User-Centered Design
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## Experience

### UX and Graphic Designer

August 2023 – Present

PETTER

Orlando, FL

- Designed the app logo using **Adobe Illustrator**, ensuring it reflects the brand identity.
- Collaborated with a team to develop a comprehensive **design system**, ensuring consistency across app's UI.
- Conducted research and **usability testing** to gather insights, ensuring the app meets pet owners' needs.
- Collaborated with a team to design a visually engaging app interface prioritizing **accessibility** and intuitive navigation using **Figma**.

### Project Designer and Developer

June 2024 – July 2024

Aesthetic Design Alliance

New York, NY

- Designed and developed company's website, created logo, defined color palette, and established brand identity.
  - Used **Figma** to create website design to present client with a clear and compelling vision.
  - Led website development using **HTML**, **CSS**, and **JavaScript**, launching a fully functional website.
  - Conducted website maintenance and updates, ensuring content accuracy and alignment with the company's objectives.
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## Academic Involvement & Extracurricular Activities

### Girls Who Code | Orlando College Loop

September 2023 – Present

Member

Orlando, FL

- Contribute to the club's mission by participating in a variety of weekly events.
- Took part in working on team projects such as creating websites, apps, and games.
- Attended weekly workshops focused on taking action towards closing the gender gap in the science and technology industry.

### Kappa Pi, International Art Honor Society

September 2022 – Present

Member

*Orlando, FL*

- Actively participate in the society's yearly mentoring program.
- Dedicate a minimum of 10 volunteer hours each semester to engage with the local community.
- Serve as a Kappa Pi ambassador by volunteering at various university events.
- Attend weekly meetings and participate in events and workshops.

## **H2Hacks**

September 2019

Designer & Developer

*Brooklyn, NY*

- Collaborated with a team to conceptualize and develop a dynamic website and an interactive game during an intensive 12-hour event.
- Led the design phase of the website, using **HTML** and **CSS** to create website's user interface.
- Demonstrated quick problem-solving and teamwork in a high-pressure, time-sensitive environment.
- Recognized with the "Best Beginner Hacks" nomination, reflecting the team's creative solutions.

## **Girls Who Code Summer Immersion Program**

June 2019 – August 2019

Student

*New York, NY*

- Completed an intensive curriculum aimed at learning **Python**, **HTML**, **CSS**, **JavaScript**, **C++**, and other programming languages.
- Gained exposure to professional environments, providing insights into technology-related career opportunities.
- Designed and developed multiple projects using **HTML**, **CSS**, **JavaScript**, **Canva**, and **Figma**.
- Attended seminars focused on career development and social impact within the tech industry.

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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.