



# ALIAKSANDRA ASTAPENKA

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📍 Prague, Czech Republic  
🔗 [Portfolio](#)

## Experience

1/2025 - present

Wbando

### UX/UI DESIGNER

- Defined user personas, identified pain points
- Developed key visuals, design system and designed logo to establish brand identity
- Addressed critical pain points by creating user-centered design for mobile app (10+ screens)
- Developed interactive prototypes

1/2025 - present

Freelance

### UX/UI DESIGNER

- Contributed to B2B SaaS PropTech product
- Assisted senior designers in developing landing pages

8/2021 - present

[OPT OnDemand](#)

### CONTENT MANAGER

- Serving as main point of contact for all B2C partners, negotiating timelines, pricing
- Leading and supporting a team of five through supervision and training; set priorities and distribute tasks
- Overseeing product creation from negotiations with partners, photoshoots, communication with manufacturing and IT team
- Launched over 7,000 products across e-commerce platforms including Zalando
- Initiated creation of new products that evolved into best-sellers(2,000+ units sold)

9/2020 - 7/2021

[Henceforth](#)

### ADMINISTRATIVE ASSISTANT

- Provided office and administrative support for the branding and marketing team
- Managed and updated websites (WordPress)
- Entered and managed data

## Education

2017 - 2021

### UNIVERSITY OF ECONOMICS, PRAGUE (VŠE)

*Bachelor's degree in Business  
Economics and Management*

Completed two courses in  
Computer Graphics

2024 - 2025

[LenDesign](#)

### UX/UI DESIGN COURSES

*One-on-one sessions with  
a senior designer, covering  
fundamentals from  
composition, branding  
to information architecture,  
web&app design,  
and professional handover*

## Professional skills

Photoshop

Illustrator

Figma

### UX/UI DESIGN

- Personas definition & user needs research
- Key visuals, illustrations, typography, color management
- Components management, variables, responsive design, Prototyping

### LANGUAGES

Czech C1

English C1

Ukranian C1

Belarusian NS

Russian NS