



# Alexandra Leonova

## UX/UI Designer

### Contact

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### Skills

User Research

Prototyping + UX/UI

Wireframing

Usability Testing

Responsive Design

Style Guides and Design Systems

Illustration

Motion/Animation

### Tools

Figma

Illustrator

After Effects

Premiere Pro

Photoshop

Adobe XD

Axure RP

Clarity

Hotjar

### Language

Russian | Native

English | B1

Dedicated and innovative Web Designer with over four years of experience in creating visually stunning and user-centric websites. Proven expertise in UX/UI design, illustration, and motion graphics. Passionate about transforming ideas into engaging digital experiences that resonate with users.

## Employment History

### UX/UI Designer

Dizzain | Sep 2021 - present

- Collaborate with team to gather requirements and translate concepts into interactive and functional designs.
- Conduct user research and implement UX/UI best practices to enhance overall website usability.
- Create advertising graphic and video creatives for marketing campaigns.
- Create custom illustrations and graphics to reinforce brand identity and storytelling.

### Junior Web Designer

Dizzain | Aug 2020 - Sep 2021

- Assisted in the design and maintenance of responsive websites, contributing to the overall user experience.
- Executed motion graphics projects for promotional materials, increasing user engagement and brand visibility.
- Conducted usability testing to gather feedback and iteratively improve website designs.

### Intern Web Designer

Dizzain | Apr 2020 - Aug 2020

- Develop wireframes and design mockups, apply responsive design principles under guidance.
- Assist in user research activities to inform design decisions.
- Gain exposure to basic HTML, CSS, and JavaScript.
- Contribute to creating and maintaining design documentation.

## Education

### Design of Electronic and Web Publications

Belarusian State Technological University | 2016 - 2020