



# Alexandra Leonova

## UX/UI Designer

### Contact

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alexleonova.art

### 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 | B2

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 - Aug 2024

- Designed a new layout, adding new user-driven features for an E-commerce website with 35,000 MAU.
- Created advertising graphic and video creatives for social marketing campaigns that attracted more than XXX thousand new users and generated \$X million+ in revenue.
- Involved in the UX/UI design of complex systems, personal accounts, dashboards, and other layered elements for 15+ projects in FinTech, HealthCare, E-Commerce, etc.
- Collaborated closely with a multifunctional team (PMs, engineers, WAs, QAs, marketing, and other designers) to shape the design for 30+ commercial projects.

### 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

- Developed wireframes and design mockups, apply responsive design principles under guidance.
- Assisted in user research activities to inform design decisions.
- Contributed to creating and maintaining design documentation.

## Education

### Design of Electronic and Web Publications

Belarusian State Technological University | 2016 - 2020