

# Alexandra Leonova

# **UX/UI** Designer

#### Contact

alexleonova.work@gmail.com
www.linkedin.com/in/alex-leonova

#### **Skills**

User Research

Prototyping + UX/UI

Wireframing

**Usability Testing** 

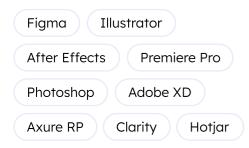
Responsive Design

Style Guides and Design Systems

Illustration

Motion/Animation

#### **Tools**



### 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