



# Alexandra Leonova

## Senior UX/UI Designer

### Contact

alexleonova.work@gmail.com

linkedin.com/in/alex-leonova

alexleonova.art

### Skills

#### Design & Prototyping

Product Design

Design Systems Development

User Interface Design

Wireframing & Prototyping

Digital Illustration

Visual & Motion Design

Brand Identity

#### Research & Strategy

User Research & Usability Testing

User Journey Mapping & Persona Creation

UX Audits

#### Product Development

Cross-Functional Team Collaboration

Stakeholder Communication & Presentation

Design Documentation & Handoff

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

## Employment History

### Senior UX/UI Designer

Vention | Dec 2024 - Present

- Expanded a 60+ component design system for multiple languages and themes. Developed detailed, end-to-end documentation for all design system components.
- Enhanced 20+ key user flows for mobile and desktop fintech, providing a consistent, culturally tailored experience for the Middle Eastern market.
- Conducted a full UI/UX audit of a complex platform and proposed AI-powered enhancements to key flows, improving efficiency and user experience.

### 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.

## Tools

### Design & Prototyping

Figma      Adobe XD

Axure RP

### Visual & Motion Design

Illustrator      Photoshop

After Effects      Premiere Pro

### Research & Analytics

Microsoft Clarity      Hotjar

Google Analytics

### AI & Creative Tools

Midjourney      Recraft

ChatGPT      Claude

ElevenLabs

### Collaboration & Documentation

Notion      Confluence

Jira      FigJam      Miro

## Language

English (B2 - Upper Intermediate)

Russian (Native)

## Employment History

### 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