

Alisa Frolova

multidisciplinary designer with over 7 years of experience

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10.2020 – now

2 years

red_mad_robot is digital partner for full cycle product development. Company helps to create award-winning digital products and services for startups and well-established companies.

red_mad_robot

senior communication designer

- design and support corporate identity in the HR department
- work closely with the marketing department and create digital content
- design and support the intercom websites and control managing task for developers
- create intercom merch and events
- define tone of voice and create brand identity for the side projects
- create 3D design, hire and quality control outsource designers to model 3D according to company guidelines
- office navigation design
- mentor designers

12.2018 – 11.2019

1 year

DLT is Saint Petersburg's oldest department store that opened back in 1909. Today it is the flagship store of TSUM Moscow — Russia's main luxury department store.

dlt (tsum moscow)

marketing designer

- design visual concepts for instore and outdoor advertising
- support website and design news articles
- create visual identity for the events
- prepress design for layouts according to the given technical requirements
- design digital content on social media for promo and events

03.2017 – 12.2018

1 year 10 month

Ufa.sobaka.ru is a monthly magazine about people in the city. It includes a local portal and social media about the city's life. Also, the company is making annual city awards and organizing events.

ufa.sobaka.ru

graphic designer

- design and layout of a monthly magazine
- create visual identity for the events
- design and layout of the books, which came out twice a year
- retouch photo and prepress magazines
- design digital content on social media for news and events

main skills

graphic design

typography

branding

web design

additional skills

motion design

3D (Cinema 4D, Octane)

prepress