

# Alisa Frolova

multidisciplinary designer with over 8 years of experience

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01.2023 – now

resume.io is a free online resume builder that allows users to create a professional resume in one minute. Resume.io is part of Career.io, a comprehensive management platform that provides personalized career tools and resources

## resume.io / talent.inc

senior communication designer

- design and create digital marketing materials for the company's products and services, such as social media graphics, landing pages, email campaigns, blog pictures, and display ads
- collaborate with the marketing team to develop and execute creative strategies
- develop visual identities and design concepts for sub-brands, responding to feedback and questions, and guide designers to provide a better experience with new branding
- work closely with cross-functional teams, including product, and content teams
- mentor junior designers, providing guidance, feedback, and support to help them develop their skills and grow in their roles

10.2020 – 01.2023

2 years 4 month

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

- support and maintain the company's corporate identity after redesign, create and maintain internal websites, and control managing task for developers
- design and create digital marketing materials for the company, work closely with the marketing department
- create intercom merch and events
- define tone of voice and create brand identity for the side projects and initiatives within the Intercom department
- create 3D design, hire and quality control outsource designers to model 3D according to company guidelines
- office navigation design, such as signage and wayfinding systems, consistent with the company's overall brand and culture

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

main skills

graphic design

typography

branding

web design

marketing design

additional skills

motion design

3D (Cinema 4D, Octane, Blender)

prepress

Tilda/Readymag