



# Alisa Frolova

Multidisciplinary designer 9+ years of experience with a strong focus on brand identity, digital marketing, web and visual systems.

[portfolio](#)

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01.2023 – now

Resume.io is a tool for creating resumes and cover letters in a fast, easiest way. It's part of Career.io: a platform that brings together multiple career-focused services

## career.io

from 2025 – lead marketing designer / 2023-2025 – senior graphic designer

- Lead and maintaining the current branding system, introducing unique design solutions and refreshing the brand's presence across social media, display ads, podcast visuals, and presentations.
- Collaborate closely with the marketing team and leadership on digital campaigns, partnering with motion designers and creative agencies, responding to feedback and questions, and guide to provide a better experience with the branding system.
- Mentor and support designers, offering constructive feedback and career development guidance to foster professional growth and team success.
- Drive design-led innovation, implemented AI-driven processes to enhance visual production and reduce reliance on stock assets.

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 graphic 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.
- Owned the visual identity for internal events, campaigns, and activities across office spaces.
- 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.
- Created from scratch 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 department store

marketing and event designer

- Partnered with the marketing team and brand retailers to develop signage, print materials, and large-scale in-store displays aligned with DLT's luxury positioning
- Created cohesive visual identities for seasonal launches and retail collaborations
- Designed event branding for multiple campaigns, including a high-profile fashion show with guest celebrities — across online and offline advertising, print, and in-store formats
- Managed prepress and technical production for premium printed assets and event collateral

main skills

graphic design

marketing design

branding

web design

typography

additional skills

motion design

3D (Cinema 4D, Octane, Blender)

prepress

illustrations