

Alisa Frolova

multidisciplinary designer with over 6 years of experience, 29 years old

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10.2020 - now

1 year 10 month

red_mad_robot

senior communication designer

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.

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

12.2018 - 11.2019

1 year

dlt (tsum moscow)

marketing designer

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.

- · 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

ufa.sobaka.ru

1 year 10 month

graphic designer

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 bright annual city awards and organizing events with speakers from different parts of the country.

- · 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

11.1014 - 10.2016

team print

graphic designer

Team print is a manufacturer for advertising and production of textile and souvenir products on their own equipment.

edit logos and images according to the technical requirements

- communicate with and coordinate customers
- · design souvenir products
- · knowledge of screen printing, embossing and film printing

2 years