

Alexandra Leonova

Senior UX/UI Designer

Contact

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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 Ecommerce 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.

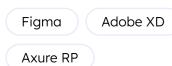
Junior Web Designer

Dizzain | Aug 2020 - Sep 2021

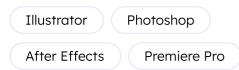
- Assisted in the design and maintenance of responsive websites, contributing to the overall user experience.
- Executed motion graphics projects for promotional materials, increasing user engagement and brand visibility.
- Conducted usability testing to gather feedback and iteratively improve website designs.

Tools

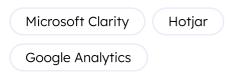
Design & Prototyping



Visual & Motion Design



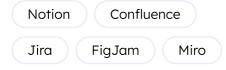
Research & Analytics



AI & Creative Tools



Collaboration & Documentation



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