



Alexandra Leonova

UX/UI Designer

Contact

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alexleonova.art

Skills

User Research
Prototyping + UX/UI
Wireframing
Usability Testing
Responsive Design
Style Guides and Design Systems
Illustration
Motion/Animation

Tools

Figma, Illustrator, After Effects, Premiere Pro, Photoshop, Adobe XD, Axure RP, Clarity, Hotjar

Language

Russian | Native
English | B2

Dedicated and innovative Web Designer with over four years of experience in creating visually stunning and user-centric websites. Proven expertise in UX/UI design, illustration, and motion graphics. Passionate about transforming ideas into engaging digital experiences that resonate with users.

Employment History

UX/UI Designer

Dizzain | Sep 2021 - Aug 2024

- Designed a new layout, adding new user-driven features for an E-commerce 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.

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