ALINA SHEVTSOVA

UX/UI DESIGNER

Creative UX/UI Designer with a strong focus on building user-friendly interfaces that enhance business conversions and boost user engagement. My expertise spans the entire design process, from conducting thorough research to crafting intuitive wireframes and prototypes, ensuring that every element serves a purpose and delivers a seamless experience. I leverage my skills in UX/UI design to create visually appealing and functional interfaces that not only look great but also drive business growth and user satisfaction.

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HARD SKILLS:

- Wireframing and Prototyping
- Mobile-First Design
- Responsive Design
- Design Systems
- Web Accessibility (WCAG)
- Figma, Adobe XD, Sketch, Figma Jam, Miro, Canva
- Jira, Trello, Asana
- Notion, Google Docs
- Tilda, Webflow, Figma Sites, Figma to Tilda
- Video Editing
- Project Management

SOFT SKILLS:

- Strong communication and collaboration
- Cross-functional collaboration
- Adaptability to new tools and technologies
- Attention to detail
- Time management and deadline adherence
- Creative problem-solving and critical thinking
- Passion for design
- Fast learning

ADVANTAGES:

Collaborative Mindset

I actively participate in design sessions, gathering feedback from stakeholders and incorporating it into the design process to ensure alignment with business goals.

Continuous Learner

I stay updated on the latest trends in UX/UI design and continuously refine my skills to deliver cutting-edge solutions that meet user needs and industry standards.

Problem-Solving Ability

I approach challenges with a creative mindset, leveraging my expertise in UX/UI design to find innovative solutions that enhance user experience and business outcomes.

Passion for Design

My passion for design drives me to create visually appealing and user-friendly interfaces that not only look great but also enhance user engagement and satisfaction.

Readio

This project is a digital platform for reading and listening to books and articles. It provides a user-friendly interface for accessing various types of content, with features like customizable text settings, bookmarks, and progress tracking. The platform also includes a subscription model with different plans to cater to both casual and dedicated users.

Use Cormorant Design Simple, intuitive typography with clear layouts and hierarchy for better readability

Accessibility: Adjustable fonts, backgrounds, and text colors for enhanced visually impaired users

Features Integration: Seamless switching between reading and listening modes, with bookmarks and syncing

Westfalia

For this project, I took on the challenge of redesigning the website for Westfalia, a leading manufacturer of trailer hitches across worldwide. The original site suffered from a cluttered layout and outdated design, making it challenging for potential customers to navigate and engage with the brand.

My approach went beyond simply improving aesthetics—I focused on creating a seamless, user-friendly experience. The redesign included optimizing the homepage with clear calls to action, ensuring that key information is delivered and visitors future journeys are guided effortlessly, and implementing responsive and redesigned icons pages to ensure the site was user-friendly, visually appealing, and easy to understand.

I developed three unique visual concepts for the client, all inspired by nature to align with Westfalia's brand identity. The goal was to distinct look and feel while effectively communicating the brand's core message. This comprehensive effort resulted in a polished, functional, and impactful website tailored to the client's needs.

Dooit

Dooit combines outdoor activity tools (route creation, weather forecasts, equipment lists) with social networking features (sharing experiences, photos, and connecting with other users). The app aims to inspire users to hobbies by exploring nearby places with the ability to share their experiences.

I created a structured user research, designed the information architecture, created user flows, and developed wireframes to ensure a seamless experience.

Personalized Feed: Show and discover content by activity type.

Advanced Maps: Create and search routes by activity type.

Tracking: Hands-free route tracking with voice notifications.

Profile Management: Save posts, follow users, and organize established routes.

Community Engagement: Comment, like, and share route-based interactions.

Intuitive navigation through well-structured UI and user flows.

Clean, consistent UI with vibrant colors (Ocean Green, Forest Green, Orange).

Focused on user-generated content and community interaction.

Dooit bridges outdoor activities and social interaction, providing a comprehensive platform for hobby enthusiasts.

Quizes

I have experience designing visually appealing and user-friendly quizzes that effectively engage users and boost conversion rates. Such quizes were strategically crafted to captivate users, simplify decision-making, and guide them seamlessly toward conversions. By blending aesthetics with functionality, these quizes not only enhance user engagement but also delivered measurable business results.

SpyHub

SpyHub is a powerful tool that helps marketers gather and analyze competitor data from various popular platforms. It features advanced filters to sort and study ads, allowing how they perform across different locations and their performance.

An standout feature lets users "swipe" experiences and save them for grouped behind strategies, scripts, and inspiration. This feature ensures users can easily access and organize ad collections for easy reference.

In this project, I conducted research to understand user needs and to find promising techniques. Look on key responsibilities included creating wireframes and designing an intuitive, visually engaging interface that simplifies complex tasks like filtering and strategy generation.

Pinha

The Solar Optimized Lead Generation platform is designed to boost conversions for solar companies by leveraging the Proposam Lead Loop™ system. It focuses on creating conversion-optimized ads, automating lead delivery, and providing real-time tracking to ensure high-quality leads and maximum ROI. With over a decade of experience in digital marketing, the platform combines data-driven strategies with seamless CRM and prioritizes actionable, high-quality leads over volume.

As the UX/UI designer, I was responsible for the overall design and user experience, ensuring a cohesive and intuitive layout and user flow that highlights the platform's key features and actions, making the product benefits easy to understand. My work included creating wireframes and prototypes to test and refine the user experience, incorporating feedback from stakeholders, and ensuring the design was both visually appealing and functional. The goal was to create a seamless experience that would drive engagement and conversions while optimizing usability across devices.

Notification SaaS

This Recent Order Notification tool is designed to boost sales by displaying real-time alerts about recent purchases. It integrates with popular platforms like Shopify, Woocommerce, and Wix, allowing businesses to leverage social proof to build trust and encourage more sales. The tool's name and location, creating urgency and trust for potential buyers.

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Creating an intuitive User Interface for the notification system, ensuring clear and concise information display.

Designing an intuitive User Interface for the integration and notification customization feature, ensuring seamless connectivity with various platforms.

Ensuring the overall design maintains a cohesive and user-friendly experience while implementing functionality.

VoiceOver Tool

The VoiceOver Tool is a compact yet powerful AI-driven solution designed to enhance video content with multilingual voiceovers. Its intuitive interface allows users to upload videos, select a preferred voice, and even customize the script to suit their needs.

I was responsible for research, defining user requirements, and designing the entire UI/UX interface. My focus was on enhancing ease-of-use and intuitive experiences for users, making it easy to create high-quality, personalized voiceovers efficiently.

ChadGPT

ChadGPT is a SaaS platform designed for marketers to streamline their workflows with ease. It offers comprehensive tools, actionable insights, and expert guidance to enhance marketing strategies. The platform boasts a user-friendly interface with intuitive navigation, user-friendly dashboards for managing campaigns, analytics, and tools, ensuring a hassle-free and productive experience.

I played a key role in crafting the platform's UX/UI design, prioritizing an intuitive and visually appealing user experience. I designed the homepage, category pages, and various interactive elements to ensure seamless navigation. Effectively, my responsibilities also included conducting user research to understand marketers' preferences and refining the design based on their feedback, resulting in a cohesive and user-friendly interface.

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THANKS
FOR YOUR ATTENTION

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