



Lead UI/UX designer

Alina Rakhimova

Date of birth: 22.10.1986
Address: Kyiv, Ukraine
Languages: Russian/Ukrainian (native), English (Upper-Intermediate)

Contacts

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Portfolio

www.rakhimova.com/en
www.behance.net/rakhimova-alina

Education / training

2024 August - 2024 October Strategic Leadership Projector - Online institute, Kyiv
2022 July - 2022 November Project Management в IT Beetroot Academy
2018 October - 2018 December ArtDirection School of Visual Communication, Kyiv
2017 March - 2017 June UI. Digital Communications Design Projector - Online institute, Kyiv
2015 February - April 2015 Web coder: freelance code WEY UP
2004 September - 2009 June Computer Systems and Networks Chernihiv National Technological University (ChNTU)

Skills

Lead and mentor a small team of designers	Design System	Google Analytics	Wireframes
Team Leadership & Mentorship	Clickable Prototypes	Research and discovery	Attention to details
Strategy & Vision	Personas	Information architecture	Mind Maps
Stakeholder Management & Communication	User experience	Interaction design	HTML & CSS
Team & Project Oversight & Process Optimization	User empathy	Responsive design	Time management
	User stories	Adaptive design	Mentoring of UX/UI designers
	A/B testing, User testing	App design	

Experience

2024 May - 2024 December FERM (startup) **Design Team Lead**

Strategy and Vision - Liaison between UX and Graphics teams with stakeholders (business, product, marketing and analytics) and advocate for excellence.
Team Leadership and Mentoring - Provided leadership, oversight and mentorship to the UX and Graphics team, fostering their professional growth, design skills and performance in a collaborative environment.
Team & Project Oversight & Process Optimization - Translate the vision of the UX and Graphics teams, into implementable design plans that align with company strategy and user needs. Overseeing design projects from concept to realization, ensuring quality, timelines, and budget are consistently met. Optimize workflows to improve quality and efficiency, and drive continuous improvement.
Stakeholder Management & Communication - Regularly interact with business, marketing and product teams to clarify requirements and provide effective design solutions.

2022 January - 2024 April Freelance **Senior UX/UI designer**

Design and iterate user interfaces for web and mobile applications, ensuring an optimal user experience through intuitive and aesthetically pleasing designs. **Collaborate with product management and engineering teams** to define and implement innovative direction, visual design, and experience solutions. Develop and maintain design wireframes, mockups, and specifications as needed. Ensure UI/UX designs are consistent with **brand guidelines and represent the brand consistently across all platforms**. Keeping abreast of the latest UI/UX trends, techniques and technologies to continually improve design strategies and provide state-of-the-art user experience. **Working on usability testing and adjusting designs based on user feedback**, ensuring a seamless user experience and user-friendly interface. **Present and defend design** and milestones to management level stakeholders, effectively communicating design rationale and concepts.

2021 December - 2021 February Porta One (portaone.com), **Product Designer**
Provider of soft for the telecommunications and utility industries

2015 October - 2020 June Wizardry (wizardry.ua) Custom **UX/UI Lead Designer**
Web Production Studio

2013 June - 2021 July Aweb (aweb.ru) Internet **UX/UI Designer, Lead Designer**
Marketing Company

2012 June - 2013 July Green Flip-Flop, Web Studio **Middle UX/UI Designer**

2012 February - 2012 June Internet Development **Junior Designer**
Group Indigo

Professional tools

Figma	Zeplin	Jira	Adobe Photoshop
FigJam	Principle	Trello	Adobe Illustrator
Maze	Hotjar	UTrack	

Key competencies

Analytics and interface design. Experience in users insights research, information architectures development, thinking through client scenarios and CJM maps creation. Creating interactive prototypes of user interfaces, including those of increased complexity for B2B and B2C projects. Focusing on the user and their interaction with the product. I help clients to solve their problems with the product so they can reach their goals and the business sees growing metrics and good feedback from users after changes in the interface solution. I solve business problems as efficiently as possible through the prism of visual perception.

Development of creative concepts. Briefing, art assignments drafting, page concepts and master layouts development, UI-kit packages and icons design. The set up of Wow animations scenarios for front-end teams.

Development of design layouts. Responsive web design, mobile design, application and product design, user interface development. Search, development and implementation of custom design solutions. Great attention to detail. My experience and acquirements instill love of visual design and desire to create just the best products.

Control of design implementation at all stages of production. Quality control over interfaces implementation by developers at each stage of production until the project is launched. Ability to work on several projects simultaneously.

Hobby / about me

I am always ready to try something new and discover more opportunities in the field of web and mobile products. I consider myself to be a hard working, reliable person, working with passion and desire to make all projects surprisingly easy to use. I follow the latest trends in web and graphic design. I like to attend various design events and lectures. And I go in for sports.

In my spare time, I taught Beetroot.academy, a UX/UI Design from scratch course, observing student success and receiving positive feedback because I enjoy sharing my experiences.

- 2020 March - · Creation of UX/UI course program;
- 2024 March · Creation lessons plan and description for teachers and students;
- Teaching an international group of 1 students from Moldova;
- Teaching a groups of 5 students from Ukraine;
- Conducting technical interviews with candidates for the position of UI/UX design teacher;
- Teaching UX research technics such as: competitive analysis, mindmapping, site/app mapping and architecture, user flow, customer journey mapping, sketching, prototype testing, lo-fi & hi-fi wireframing, usability and prototype testing. Teaching the principles of using modular grids, visual hierarchy, adaptive layouts, typography, color, iconography and illustration. Teaching an auto-layouts, components, variants, styles, design system and project documentation creation;