

Alesya Gawritowa

Multidisciplinary UX/UI Designer

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WORK EXPERIENCE

TheWorkingGroup - Warsaw, Poland

- **Role: Junior UX/UI Designer | Jun 24' - Aug 24' | Tools: Figma, AI Tools**
Project-Based Contract [presentation redesign/ IT & technology]

Result: boosted audience engagement and cut content prep time by improving the presentation's structure, simplifying text-heavy slides, and designing modern visuals (Figma) with custom icons and brand-aligned UI components, directly strengthening brand consistency and allowing faster, more impactful client pitches.

- Conducted UX research (client needs, pain points in the original presentation's structure, content flow, and visual design)
- Restructured content (information architecture, visual hierarchy)
- Designed wireframes and Hi-fi mockups in Figma, (custom illustrations, icons, visual style aligned with the company's brand)
- Strengthened brand consistency (organized UI system, including custom icons, illustrations, and a typography scale aligned with company guidelines)
- Regularly communicated with client to gather up-to-date feedback and adjust the design
- Improved the company's ability to effectively communicate key messages to potential partners
- Delivered a client-ready presentation toolkit with reusable components, enabling the team to adapt content faster for future pitches.

Personal Project - Remote

- **Role: UX/UI Designer | Oct 23' - Dec 23' | Tools: Figma, AI Tools, Miro**
FlowerUp [mobile app/ e-commerce]

Result: boosted bouquet personalization and reduced visual production costs by designing an intuitive app framework (Figma wireframes) with AI-generated visuals (Stable Diffusion) to simulate in-store customization, while resolving freshness concerns via real-time delivery tracking – directly supporting FlowerUp's goal to mirror in-store ease and grow online sales.

- Conducted UX audits (competitors analysis, cognitive walkthrough)
- Conducted UX research (IDI's, desk research, empathy maps)
- Analyzed UX research, synthesized results into valuable insights, and identified key user pain points
- Defined app framework (information architecture, structure)
- Developed Lo-fi and Hi-fi wireframes
- Integrated AI-generated visuals to simulate bouquet aesthetics and reduce reliance on physical photo shoots
- Designed visuals

archite.pl - Warsaw, Poland

- **Role: Architect | Jun 22' - present | Tools: Revit, AutoCAD**
Transferable skills [warehouses, healthcare, server rooms, housing, interiors]

- Analyzing client and user needs
- Site analysis / Spatial and contextual research to inform design decisions
- Aligning design solutions with functional requirements and business objectives, meeting design standards and legal requirements
- Communicating directly with clients and managing meetings
- Collaborating with cross-functional teams

PROFILE

I'm interested in data-driven design, conversion optimization, and e-commerce, fascinated by how design decisions directly impact business success. I'm also excited to explore branding and marketing and how it connects with UX.

SKILLS

UX/UI Desing

User Research
Competitive Analysis
User Flows
Information Architecture
Wireframing
Cognitive Walkthrough
User Interface Design
Responsive Design
Prototyping
Typography
User-Centered Thinking

Design & Visual

Visual Communication
Graphic Design
3D Modeling
Illustration
Iconography

Project Management

Project Coordination
Cross-Team Coordination
Client Communication

TOOLS

Design

Figma & FigJam
Framer
Photoshop
InDesign
Miro

Additional

3ds Max + Corona/ V-Ray
Midjourney
Stable Diffusion
SemRush
SimilarWeb
InDesign
Marvelous Designer

LANGUAGES

English: fluent
Polish: native
Ukrainian: native
Russian: native
Spanish: basic

EDUCATION

Google UX Design

by Google

Complete Web&Mobile Designer: UI/UX Figma

by Andrei Neagoie and Daniel Schifano

User Experience Design

by SKVOT

Poznan University of Technology

Architecture | master's degree

Polytechnic University of Madrid

Architecture | bachelor's degree