

Alesya Gawrilowa

Multidisciplinary UX/UI Designer

www.agawrilowa.com | alesyagawrilowa@o2.pl | +48 668 905 969

Experience

UX/UI designer, TheWorkingGroup

Warsaw (remote) | Jun 2024 - currently

- Led the end-to-end redesign of the company's main business presentation, used to pitch new clients. I analyzed client needs and identified key pain points in the original presentation. By restructuring the content with information architecture and applying visual hierarchy, I created a more intuitive flow for better user engagement.
- Using Figma, I developed a new design concept, using my UI skills. I ensured consistency across existing illustrations, created a custom illustration for the final slide, and designed a set of new icons.
- I applied UX principles, focusing on improving the audience's experience through clearer navigation, improved readability, and engaging visuals. I organized the content and developed a visual style that aligned with the company's identity while addressing leaders' needs.
- The final result improved the company's ability to effectively communicate key messages to potential partners.

UX/UI Designer, Personal Project

Poznań (remote) | Oct 2023 - Dec 2023

- "Flower Up" was a mobile app project for a flower shop, designed to create an easy online experience for buying flowers. The goals were to make it feel like shopping in the store, solve delivery issues, and improve how bouquets are shown.
- I conducted user research through interviews to understand customer perspectives on existing flower-ordering apps. I summarized key user pain points and preferences. I created empathy maps to better understand users. I did a competitor analysis to identify strengths and weaknesses of other florist apps, and areas where Flower Up could stand out. My research defined the app framework, its structure and core features. I developed low-fidelity wireframes, focusing on critical user problems and highlighting the app's unique value propositions. I applied my UI skills to create a visual design that aligned with market branding trends.
- I used AI tools by generating different bouquet styles and layouts, which removed the need for a photoshoot. AI also helped create colorful backgrounds, keeping the branding consistent.

Architect, archite.pl

Warsaw (remote) | Jun 2022 - currently

- 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

Education

Google UX Design

by Google

Oct 2022 - Dec 2022

Complete Web&Mobile Designer: UI/UX Figma

by Andrei Neagoie and Daniel Schifano

Jun 2022 - Sep 2022

Poznan University of Technology

Architecture | master's degree

Mar 2020 - Dec 2021

Polytechnic University of Madrid

Architecture | bachelor's degree

Sep 2018 - Jun 2019

Poznan University of Technology

Architecture | bachelor's degree

Oct 2016 - Feb 2020

Drawing Courses

by Domin Studio

Jul 2015 - Sep 2016

Skills

UX/UI Design

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

Design & Visual

Visual Communication
Graphic Design
3D Modeling
Illustration
Iconography

Soft Skills

Communication
Empathy
Curiosity
Critical Thinking
Team Collaboration
Adaptability

Project Management

Project Coordination
Cross-Functional
Coordination
Client Communication

Tools

Design

Figma
Framer
Photoshop
Miro
Figjam

Analytics

SemRush
SimilarWeb

AI Tools

Midjourney
Stable Diffusion

Additional Tools

3ds max
InDesign

Languages

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