

Alex Chaliapina

I empower brands through product design



Career Objective

My objective has always been to challenge and ask why. Challenge the status quo, ask why we are doing things this way, using this technology, following this process, always with the thought in mind, can we do it better? Starting from motion design, moving into creative product strategy, and then moving into the UX/UI field, my goal was always the same - finding the best solution possible to an existing challenge. But not only the problem itself, the wider business case.

My goal is to work as a senior UX/UI designer, who creates intuitive, innovative, user-centred designs and equips design teams to produce work while mitigating project risks, meeting deadlines and establishing effective communication with clients.

Professional Achievements

- **Won Best Video Ad Tech Innovation at the Digiday Awards 2021** for **Aldi's** safer shopping campaign by leveraging store traffic data and managing footfall to stores during Covid-19 pandemic
- **First AND Digital employee to be promoted an entire level/tier**, within 9 months of joining due to my work across major clients and internal support across the business
- **Utilised Figma to create a design system** from scratch that enabled *Frasers Group* to save hundreds of hours of development time for current and future projects
- **Learnt the basics of GraphQL** to successfully design, build and deploy admin tools that provided straightforward and effective access for non-tech savvy users while working on the *Mortgage Hub* project at *AND Digital*
- **Preemptively gained a working knowledge of Blender** for a *Flannels* project knowing there would be future 3D asset implementation using WebGL so that I could hit the ground running with a usable knowledge base of the technology and potential issues that may arise
- While working on the *Mortgage Hub* project at *AND Digital*, designed a mortgage origination process **that shortened application time from 3+ months to under 7 days**
- Was **promoted within six months** from motion designer to senior creative executive at *Spirable* due to my 'outside of remit' business critical interdepartmental collaborations
- **Won The Drum Marketing Awards 2020 for Heineken's Flywheel campaign** that drove a 10x Sales ROI using data-driven creative

Career History

Senior UX/UI designer at AND Digital, August 2021 - Present

I worked as a senior UX/UI designer on projects within the banking, e-commerce, and charity sectors.

Projects:

- **Cancer Research UK website redesign and design system development** (client: Cancer Research UK, role: senior UX/UI designer)
- **Mortgage Hub lender's platform design and development** (client: Target Group, role: UX/UI design lead)
- **Re-Up app design and development** (client: Recomme, role: senior UX/UI designer)
- **Flannel's Christian Louboutin promo landing page** (client: Flannels, role: UX/UI designer)
- **Flannel's Christmas Hub landing page** (client: Flannels, role: UX/UI designer)
- **Support Flannel's website redesign** (client: Flannels, role: UX/UI designer)

My tasks and responsibilities across the projects:

- Conducted user research and stakeholder interviews
- Conducted collaborative workshops with stakeholders, including empathy mapping, crazy 8s, card sorting, and others
- Synthesised the research findings
- Defined problem statements
- Prioritised the identified problems based on their impact and alignment with business goals
- Created a design delivery plan that outlines the timeline, resources, and key deliverables for the design and development phases
- Created component library and ensured their consistency in visual style, interaction patterns, and behaviours
- Created wireframes and initial user flows
- Created high-fidelity mockups and interactive prototypes
- Conducted usability testing and gathered feedback to refine the designs
- Defined and developed handover processes for the development team
- Worked closely with developers to ensure accurate implementation of the design

Senior Creative Executive, Spirable, Oct 2019 - Aug 2021

My main responsibilities were creative strategy, stakeholder management, concept development and design execution. Everything from stakeholder management to project based consultations to improve both scalability and client attraction

My tasks and responsibilities responsibilities included:

- Managing creative team to conceptualise and execute designs for social media campaigns
 - Developing creative strategy for dynamic data-driven campaigns
 - Defining project scope and objectives with external production & creative teams
 - Generating & executing creative ideas to support omni-channel campaigns (clients include Aldi, Boots, Deliveroo, Oreo and more)
 - Leading motion design projects for paid social media campaigns (clients include Guinness, Pandora, Heineken, Spotify and others)
 - Developing creative training sessions & workshops to upskill and train internal and external teams
 - Introducing project tracking tools and practices to optimise working processes
 - Designing pitch and presentation decks to support strategy session
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Education

Cambridge School of Visual and Performing Arts (Awarded by Kingston University), 2014-2017

BA (Hons) Graphics & Illustration - First class

Tool Kit

- Figma
- Miro
- Protopie
- Sketch
- Adobe XD
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- HTML + CSS

Skill set

- UX research and design
- Prototyping and usability testing
- Component libraries and design systems
- Video editing and motion graphics
- Design for print and publishing
- Origami