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UX/UI designer, AI-enhanced UX/UI designer

Objective:

Looking to join a remote-friendly team or studio as a Middle UX/UI Designer, where I can apply my skills in interface design, visual storytelling, and user logic to real-world products. I'm especially interested in projects that combine structure and creativity — whether it's a sleek landing page, a content-heavy site, or a concept-driven digital experience. I'd love to be part of a team that values clarity, concept, and detail — and supports growth through open communication and trust.

Summary:

I'm a UX/UI designer with 5+ years of experience creating intuitive, structured, and emotionally engaging digital interfaces — from elegant one-pagers to complex corporate sites. My background in graphic design gives me a strong foundation in visual storytelling, while my current focus lies in crafting clean, logical user flows and thoughtful visual hierarchies. I work confidently with tools like Figma, Tilda, Photoshop, and AI-powered image generators to create unique assets and dynamic layouts.

I value projects where design is seen as more than just a wrapper — where structure, clarity, and beauty all serve the user. Whether it's a dog breeder's elegant landing page or a complex B2B product site, I aim to turn every project into something thoughtful and well-crafted. I'm currently open to remote freelance work and collaborations with studios or teams that appreciate aesthetics, care about the details, and trust designers with real creative input.

Education & Training:

- **Art School (7 years)**
Academic foundation in drawing, composition, and color theory.

- **Art Design (3 years) — University, Yekaterinburg**
Studied visual design, design history, and project development.
- **UX/UI Design Course (Mobios School, 2020)**
Interface design basics, UX principles, prototyping.
- **Advanced UX/UI Training (2021–present)**
Mentorship-based deep learning: UX research, interface logic, user flow design, visual structure, and case presentations.
- **AI in Design (2025)**
Tools and techniques for generating visual/text content using neural networks.
- **Practical Skill Courses**
 - Website layout on Tilda (Zero Block, Annex, Nolim)
 - Taplink page creation
 - Case presentation & promotion on Behance

Design Tools and Software:

- **Figma** – UX/UI design, prototyping, component systems
- **Adobe Photoshop & Illustrator** – graphic design, image editing, vector assets
- **Tilda** – layout building from scratch using Zero Block, Annex, Nolim modifications
- **AI Tools** – Midjourney, DALL·E, RunwayML (image/video generation for brand assets)

Design Experience:

With over 5 years of hands-on design experience, I've worked on a wide range of projects — from corporate multi-page websites and product landing pages to visual concepts and digital branding. My process always begins with deep research and audience insight. I specialize in clarity, structure, and atmosphere — transforming complex or technical content into clean, intuitive, and emotionally engaging user experiences. My strength lies in full-cycle design: from brief and content analysis to final visuals and client delivery. I also work with AI tools to generate unique images, illustrations, and brand elements that enhance visual identity and storytelling.

Below are a few of my **strongest and most illustrative commercial projects**, reflecting both the quality of execution and the results achieved.

1. Azawakh Elite Dog Kennel (Switzerland)

Client: Private Azawakh breeder (Switzerland)

Project Type: One-page website / landing page

My Role & Process:

Researched the rare Azawakh breed to understand its elegance and temperament. Developed a refined visual direction based on editorial design principles: delicate fonts, muted tones, and minimal layout. Delivered a clean, graceful interface that aligned with the client's vision and communicated premium values.

Tools: Figma, Photoshop, Tilda

Result:

- Website remains active and relevant
- Client continues to request updates
- Strong emotional connection to the brand was preserved in design

2. Senior Care Services Website (Germany)

Client: Elderly care and home assistance company (Germany)

Project Type: Corporate website redesign

My Role & Process:

Redesigned the main website to build emotional trust and ease of navigation for elderly users and their families. Focused on light, clear design language and soft, comforting visuals. Prioritized accessibility and simplicity in both structure and aesthetics.

Tools: Figma, Illustrator, Tilda

Result:

- Clearer structure led to better engagement
- Positive feedback from the client
- Invited for continued collaboration on new pages

Key Portfolio Projects:

1. KNTPLAST Corporate Website Redesign

Link: kntplast.com

Client: Large industrial manufacturer, Russia

Project Type: Full redesign of a multi-page corporate website

Description:

The goal was to modernize an outdated corporate site and improve its structure, navigation, and user clarity. I began with content analysis and user behavior mapping, followed by a complete restructuring of the site's layout. Visuals and copy were adapted to align with a new clean, stylish tone.

Achievements:

- Improved readability and navigation logic
- Sleek, modern aesthetic reinforced brand professionalism
- Client reported increased conversion rates and positive partner feedback
- Easier user flow for finding key business information

2. Product Landing page: KNT Premier Film

Link: kntplast.com/premier *(Desktop-ready, not yet published)*

Client: Same industrial group (KNT)

Project Type: Landing page for a new stretch ceiling film product

Description:

The challenge was turning technical and dense B2B product data into a compelling digital experience. I created an engaging layout with a clear hierarchy, emphasized product benefits, and added animated and interactive elements to maintain user interest despite the dry nature of the content.

Achievements:

- Clear and engaging layout for a highly technical product
- Improved visual storytelling through interactivity and animation
- Created emotional involvement while preserving business tone
- Demonstrated how “dry” industrial products can be marketed with flair

3. SIRELA — Jewelry from Sea Shells (Concept Project)

Link: [View in Behance](#)

Personal Project

Project Type: Conceptual online store designed with AI collaboration

Description:

SIRELA is an imaginary brand inspired by lightness, coastal romance, and storytelling. I created the brand concept, voice, structure, and visuals — blending UX logic with artistic flair. AI tools were used to generate visuals and enhance the poetic narrative. Every element — from color palette to imagery — works as a unified concept.

Achievements:

- Complete creative direction: from brand legend to visual interface
- Mastery of neural tools for image and atmosphere creation
- One of the most emotionally resonant and aesthetic projects in my portfolio
- A showcase of conceptual design, storytelling, and experimental visual thinking

Skills

Core Skills

- **Visual thinking & aesthetics** – strong sense of style, color, and layout balance
- **Analytical approach** – deep research, content analysis, and user-centered decisions
- **UX writing** – clear and concise messaging aligned with design logic
- **Content structuring** – ability to organize complex/raw data into readable visual blocks
- **Creative storytelling** – designs built around emotion, concept, and narrative
- **AI-assisted design** – generating visuals, illustrations, and short videos using neural tools
- **Attention to detail** – high precision in typography, spacing, and consistency
- **Responsibility & reliability** – client communication, meeting deadlines, full project ownership
- **Adaptability & problem-solving** – flexibility in tools, tasks, and client feedback
- **Team collaboration** – experience working with developers, copywriters, and designers

Soft Skills

- Strong communicator: able to ask the right questions, explain design decisions clearly
- Responsible and consistent: always finish what I start, even in difficult circumstances
- Empathetic listener: understand client needs and transform them into visuals
- Flexible mindset: adapt to changes, offer compromise with strategic logic
- Proactive & creative: offer fresh, out-of-the-box ideas that elevate the end result
- Team-oriented: experience coordinating with multi-role teams on freelance projects
- Leadership: past management roles outside design taught me delegation and process control

Additional Experience

- **Team management experience** – previously worked in hospitality management: task coordination, internal communication, workflow optimization
- **Blood donor** – committed to small, consistent acts of social responsibility

- **Freelance background** – strengthened self-organization, self-discipline, and multi-tasking under tight deadlines

Interests:

- Ongoing learning in UX/UI, AI tools, content design
- Psychology audiobooks, parenting, and relationship theory
- Detective series, short films, logic puzzles
- Dreaming about future home, family travel, and a car of my own

English Proficiency:

English – A2 level (currently improving), fluent in reading, limited speaking experience