

Alex de Slavuta

Senior UX/UI Designer

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Portfolio: www.alex.sl

EXPERIENCE

"Intersec", cellular and location data experts

February 2022 – Present

UX/UI Designer. Permanent contract.

Paris, France

- Pioneered company's first Mobile App, with over 5000 downloads in the first few days and ranking #45 in the "News" App Store category, in tandem with product owners, developers, marketing and the client (a governmental body)
- Web App design: Improved lead-to-client conversion rate by 30% by focusing on product usability and producing demo videos showcasing AI-powered roadmap features for the sales department
- Initiated Design Systems creation/maintenance, teaming up with other designers and developers to ensure consistency, resulting in a 40% increase in mockup production speed and 20% increase in developer hand-off efficiency
- Led a Figma coaching/training initiative, leading to a 50% improvement in other designers' autonomy
- Led a user research-driven discovery process to improve the internal ticketing platform, resulting in UX improvements preferred by 70% of users
 - Implemented a telemetry system to collect and analyze usage metrics, improving design acceptance from 70% to 90%

"Arkesys", vocational training society

April 2018 – January 2022

UX Designer / Web Developer. Internship + permanent contract.

Lyon, France

- Spearheaded a complete website redesign for better usability and efficiency, analyzing real usage data and coordinating with the CRM provider, lowering customer acquisition cost by 35%
- Front-end development: built the redesigned site on WordPress with a custom theme, which powered an increase in content update frequency from monthly to weekly by the content team, increasing engagement by 30%
- Collaborated with the marketing department on 10+ marketing and social network video projects (shooting, editing, motion design, green screen)
- Internship followed by a permanent contract due to strong performance

"AsteroidOS", operating system for smartwatches

February 2017 – May 2018

Full-time open-source contributor

Toulouse, France

- Played a key role in the interaction design of the OS (notification center, apps), fostering continuous improvement through collaboration, resulting in 1000+ downloads and 50+ contributors after the v1.0 release
- Produced a Motion Design video dedicated to the v1.0 release, which received 85000+ views on YouTube

OTHER ACHIEVEMENTS

8 Hackathon podium finishes

Competed in 8 hackathons and achieved 1st, 2nd or 3rd place in each one

Opquast™ certification "Mastering Web Quality Assurance"

Level 4 — Advanced (870/1000 points)

EDUCATION

Digital Campus Lyon

December 2020

"Expert in Digital Strategy" Master's degree. Specialization in UX Design. With high honors.

Lyon, France

Kharkiv Polytechnic Institute

July 2016

Bachelor's degree in Translation (English, German, Ukrainian). With high honors.

Kharkiv, Ukraine

- Took a place on the podium twice in national competitions

SKILLS & OTHER

- **Design-oriented skills:** Figma (proficient), FigJam, Adobe XD / Photoshop, Illustrator, InDesign / After Effects, DaVinci Resolve, Affinity Suite / Wireframes, Prototypes, Design Thinking, User Testing
- **Other Skills:** HTML 5, CSS 3, SCSS, JavaScript ES6, jQuery, PHP / NPM / Static site generators (11ty), WordPress dashboard and theme development, Video, Motion Design / Slides and presenting / ChatGPT
- **Languages:** French (fluent), English (fluent), Ukrainian (native)