Alexandra Doe

Visual / UI Designer

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ABOUT ME

Passionate designer specializing in crafting thoughtful visual systems and intuitive UI. Experienced in user-centered design, branding, and digital product experiences. Thrives at the intersection of aesthetics and usability.

SKILLS

UI & Visual Design
Prototyping
Design Systems
Wireframing
Figma
Adobe Suite
Brand Identity
UX Research
Typography
Illustration

EXPERIENCE

Lead UI Designer
Flow Digital Studio
Directed product visual language for SaaS platforms, collaborating closely with dev teams and guiding a small group of designers.
2021 â€" Present

Visual Designer
Own Brand Freelance
Created cohesive brand identities, websites, and UI kits for startups and agencies in tech and culture sectors.
2018 â€" 2021

SELECTED PROJECTS

Nova CRM Dashboard
Redesigned complex workflows, resulting in 25% higher task efficiency for end users.
Kinetica Brand & Website
Led the concept, art direction, and interface design for a fast-growing mobility startup.

EDUCATION

BFA, Graphic Design – Art University 2014 â€" 2018
UX Certificate – Interaction Design Foundation 2020