

Alexandra Kravtsova

Leamington Spa, UK | ax.kravts@gmail.com | [linkedin.com/in/sashakravts](https://www.linkedin.com/in/sashakravts)

RIGHT TO WORK IN THE UK

Creative Digital Designer with 3+ years of experience in UI/UX design, branding, and multimedia production. Experienced in delivering **large-scale projects**, from designing complex multi-platform interfaces to creating high-profile branding for public transportation systems.

EXPERIENCE

UI Designer

VK Video Live | Remote | April 2024 - Present

- Worked on the integration of VK Play Live and VK Video, ensuring alignment with VK's **design system** and a seamless user experience across platforms.
- Redesigned the live section, creating a cohesive experience across **web, mobile, and native apps**.
- Improved platform discoverability, resulting in a **62% increase in search queries** (from **3.63 million** to **5.88 million**) within the first few months post-integration.
- Designed and implemented **10+ interactive features** (e.g., emojis, polls, rewards, campaigns), driving higher **user engagement**.

Graphic Designer

Rambler & Co | Moscow / Remote | February 2022 - April 2024

- Developed high-converting **landing pages, infographics, and banners**, increasing Telegram subscribers by **49.5%**.
- Collaborated with **cross-functional teams (developers, motion designers)** to produce multimedia projects.
- Played a key role in a campaign that reached over **9.3M people**, winning "**Best Social Projects of Russia**" & "**Best ESG Projects of Russia**".

Graphic Design Tutor

TUMO Moscow | Moscow | Oct 2021 - Jan 2022

- Taught graphic design principles, history, and **key software** (Illustrator, Photoshop, InDesign) through workshops, enhancing students' **technical skills** and **creative problem-solving**.
- Guided students in creating their own design portfolios, resulting in improved design confidence and portfolio quality.

Design Intern

Russian Agricultural Bank | Moscow | Nov 2019 - Jan 2020

- Assisted the **art director** in redesigning **presentation templates**, learning to improve visual consistency and communication.
- Contributed to the creation of **multimedia content** for social media campaigns, gaining practical experience in visual storytelling.
- Collaborated with the **marketing team** to align design materials with brand guidelines, enhancing understanding of brand strategy.

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NOTABLE PROJECTS

100 Years of Moscow Sports

Mossport | 2023

- Designed branding for **buses and a metro train** as part of a major government initiative celebrating 100 years of Moscow sports.
- Created a **website and event menu**, improving **discoverability** and making event information more accessible.
- Contributed to a campaign that attracted **205,000+ visitors**, highlighting Moscow's rich sports legacy.

Sber Open Prospects Day

Rambler & Co | 2021

- Worked with a team of designers to create an engaging website featuring visually rich **long-read articles** on parenting and career guidance for teens.
- Designed an **interactive game** for teenagers to encourage self-discovery and career exploration.
- Contributed to a successful campaign with over **5,000 families** participating.

EDUCATION

BA (Hons) Graphic Design & Illustration

British Higher School of Art and Design, Moscow (2018–2021)

Foundation Course

British Higher School of Art and Design, Moscow (2017–2018)

CERTIFICATIONS

Typography: Form and Content

BBE Online School of Design and Technology (2024)

SKILLS

User Interface, Visual & Interaction Design, Prototyping & Wireframing, Design Systems & Component Libraries, Responsive & Accessibility-Driven Design, Typography & Editorial Design. Proficient in Figma and Adobe Creative Suite (Photoshop, Illustrator, InDesign), with experience in prototyping tools and design system management. Strong problem-solving, collaboration, and communication skills, with a keen eye for detail and adaptability. Experience in teaching and coaching.

LANGUAGES

Russian (Native), English (Professional), French (Basic)