

# Alexandra Levchuk

## Sr. UI/UX (Product) Designer & CSS Developer

Montreal, Canada | alexandra.levchuk@gmail.com | (514)553-6376 | [LinkedIn](#) | [Portfolio](#)

### SKILLS

User Interface (UI) Design | User Experience (UX) Design | Visual Design | Design Thinking | Product Design | Brand Identity | Figma | Adobe Photoshop | HTML | CSS | SASS | Flexbox | Bootstrap | React | A/B Testing (Optimizely) | UX Research | Prototyping | Site Maps | User Flows | Usability Testing | Design Systems | Mentorship | Design Leadership | Design Strategy | Marketing Email | Storyboards | Media Queries | Style Guide Development | Design Sprint Facilitation | User-Centric Design Advocacy

### SUMMARY

I design interfaces users love! With over 10+ years of experience as a passionate UI/UX Designer and CSS Developer, I specialize in creating engaging designs for both B2B and B2C companies. My leadership roles at Retention.com and Flexspring showcase my ability to drive innovation, manage teams, and transform design processes. I thrive on mentoring teams and delivering user-centric solutions that enhance business performance.

### PROFESSIONAL EXPERIENCE

#### Lead Product Designer - Developer Portal - Atlas

01/2024 - present

- Lead the design strategy and execution for the Developer Portal, collaborating closely with cross-functional teams to ensure successful development, launch, and adoption of developer-facing experiences.
- Drive the design roadmap for the Developer Portal, creating features and enhancements from research to detailed execution, informed by competitive analysis, user feedback, and business impact.
- Establish and maintain strong relationships with key partners to gather feedback, address their needs, and extract valuable UX insights.

#### Lead UI/Visual Designer (Contract) - Promet Source

07/2023-12/2023

- Pioneered UI designs in alignment with brand guidelines, leveraging auto layout in Figma designs, resulting in a remarkable 30% improvement in user experience metrics.
- Integrated UI and UX seamlessly in collaboration with the Head of UX, fostering a cohesive design approach.
- Increased online presence by 40% and user engagement metrics by 15% through strategic design and optimization on HubSpot landing pages.
- Contributed to design systems by creating reusable UI components and establishing guidelines, enhancing consistency and scalability across all products.

#### Head of Product Design (Contract) - Retention.com

12/2022 - 05/2023

- Led impactful user research with 50+ participants, skillfully translating insights into user-centric design decisions, resulting in a 20% improvement in overall user satisfaction metrics for Retention.com- a B2B startup for Shopify store owners.
- Worked directly with the VP of Product to align design strategies with overall product goals, contributing to a cohesive and effective product vision, and ensuring that design supports product goals.
- Proficiently utilized Figma for UX/UI design, resulting in a notable 20% boost in design efficiency.

## **Head of Product Design - Flexspring**

09/2021 - 12/2022

- Transformed Flexspring's product design process, steering the evolution of B2B HR iPass integrations within the realm of data visualization and SaaS solutions. Managed the full design cycle, from concept to final implementation.
- Applied design thinking, significantly reducing user task completion time by 25% for Flexspring's digital products, enhancing overall user efficiency.
- Spearheaded close collaboration with the development team, particularly in CSS implementation, aligning seamlessly with Agile development methods, and achieving a 30% efficiency gain in the design-to-development workflow.
- Established and meticulously maintained design standards, ensuring strict adherence to web accessibility standards with a 98% compliance rate.

## **Senior UI/UX Designer & CSS Developer - LabTag**

07/2020 - 08/2021

- Boosted landing page engagement by 20% at labTag, a B2B and B2C e-commerce business, with visually appealing designs. Conducted user research for data-driven decisions, elevating user satisfaction by 25%.
- Conducted user research informing design decisions, leading to a 25% increase in user satisfaction. This data-driven approach guided more informed and user-centric design choices.
- Mentored two junior designers, fostering their growth in design principles and CSS best practices, contributing to both individual skill development and overall design capabilities. Optimized the website for mobile-friendliness through CSS implementation.

## **Product Designer, Email Marketing Designer & CSS Developer - FlightHub**

07/2017 - 07/2020

- Executed visually appealing product designs for Flighthub's digital products and email marketing campaigns.
- Demonstrated expertise in user experience design and proficient front-end development, achieving a 25% reduction in page loading times and improved website performance, including coding in HTML and CSS for precision in design implementation.
- Crafted high-quality, responsive designs, with a particular focus on achieving optimal user interaction for Flighthub- a B2C travel agency. Designed and developed effective email marketing campaigns, implementing A/B testing with Optimizely, leading to a 10% improvement in click-through rates.

## **UI/UX Designer & CSS Developer - Midwest Marketing**

01/2016 - 07/2017

- Led the development of visually captivating website designs for over 50 Midwest marketing agency clients, elevating user experiences and resulting in a 33% increase in website conversion rates.
- Crafted meticulous wireframes, prototypes, and high-fidelity designs, collaborating closely with the development team to not only reduce design implementation time by 15% but also ensure precision and elegance in the final product.

## **Web & Graphic Designer - Tapis d'Orient Bashir**

06/2014 - 01/2016

- Directed visually captivating graphic designs, enhancing user engagement by 18% and contributing to polished product presentations through precise Photoshop photo editing for websites and digital assets.

## **EDUCATION**

Website Design & Development | Herzing College | 2014 Diploma with honors

Founder @

[\*\*Mosaïque.design\*\*](https://mosaique.design)