

# Alex de Slavuta

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Portfolio: [www.alex.sl](http://www.alex.sl)

## EXPERIENCE

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### "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 new 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
- Proposed and implemented UX improvements of the internal ticketing platform, based on analysis of user behavior, with 70% of users preferring the new design
  - Introduced a telemetry system for said platform, allowing to collect and interpret usage data, improving the acceptance rate from 70% to 90% in further revisions of the design

### "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 design of the OS (notification center, apps), teaming with the project creator and another designer leading to 1000+ downloads and attracting 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

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### 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

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### 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

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- **Design-oriented skills:** Figma, 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), Russian (native), Ukrainian (native)