

Digital Designer

ALINA SKALKINA

Portfolio

Linkedin

Gmail

Bridging tech and empathy to build inclusive, intuitive and impactful digital experiences. Skilled in UI/UX, Product Strategy, and Visual Communication, with a strong foundation in User Research, Data-driven design, and Accessibility.

Berlin, Germany

SKILLS

- UI/UX Design

Design Thinking, User Research, Usability Testing, Product Strategy, Accessibility, Design Systems, Prototyping, Atomic Design, HTML, CSS
- Visual Design

Visual Communication, 3D Design, Motion Design
- Methodologies

User-Centered Design, Data-Driven Design

TOOLS

Figma, FigJam, Sketch, Zeplin, Maze, Spline 3D, Adobe Suite, Cinema 4D, Blender, Google Analytics, Webflow, Midjourney, etc.

LANGUAGES

English (Fluent)
Ukrainian (Native)
German (Basic)

CAREER

Freelance, Digital Designer, Berlin

Since 2022

Malyatko - UI design for website rebranding
UTC FILM - Product strategy and visual communication
Ukrainian Paramedics Group - Social media rebranding and strategy
Huawei - Marketing campaign for 25 years anniversary in Ukraine
LUN - Visual communication for HR brand

Lun, Product Designer, Kyiv

Jul 2018 — Jul 2021

At Lun, biggest Ukrainian prop-tech company with a presence in 10 countries, I collaborated with cross-functional product teams with Designers, Developers, Marketers, Data Analysts, Product Managers, and Founders, my contributions included:

- End-to-end Design of HR Management platform, which significantly reduced time spent on operations, payroll processings and streamlining workflows
- Growth Design for LUN Misto Air's interactive Air Quality map and Air Quality mobile apps and widgets, resulted in **230% growth** in Monthly Page Views.
- Product Design for R&D Comfort Map project. CSTA was raised from 20% to 80%
- Facilitated workshops with company leadership on Product Strategies
- Designed a B2B CRM Dashboard for efficient lead management
- UI/UX Design of Recruiting/Marketing experiment game, that collected over million responses and worldwide engagement
- Brand identity redesign for property search website.
- Hiring/mentoring of Designers

Lecture About Design And Frontend Collaboration

Oct 2020

Together with Frontend developer, we gave a lecture in National University of Kyiv “**Design and Frontend. Moving the button for an hour.**”

EDUCATION

Taras Shevchenko National University of Kyiv (KNU)

2015 — 2019

Applied Physics, Nanoelectronics and Computer Technologies

Unit Factory/School 42, Kyiv

2016

C, C#, C++ and Bash