

ALEXA ORLOV

VISUAL & PRODUCT DESIGNER

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PROFILE

Award-winning Senior Product and Graphic Designer with over 6 years of experience building digital products and crafting brand identities. Expert in translating complex user requirements into elegant, high-converting interfaces and designs. Skilled in design systems, typography, and frontend collaboration.

EXPERIENCE

Senior Product Designer

Jan 2023 – Present

Studio Prism

New York, NY

- Led the redesign of the flagship mobile app, improving conversion rates by 34% and visual consistency across platform ecosystems.
- Standardized the internal design system, reducing design-to-development handoff time by 45% and UI bug rates by 20%.
- Mentored 4 junior designers and collaborated closely with product managers and engineers on Agile product lifecycles.

Lead UI/UX & Graphic Designer

Sep 2020 – Dec 2022

Design Co

Boston, MA

- Directed digital campaigns and visual assets for key Fortune 500 clients, generating a 15% average bump in brand engagement.
- Developed high-fidelity interactive prototypes for iOS and Android platforms using Figma and After Effects.
- Curated typography guidelines and design palettes for corporate rebrandings.

Junior Graphic Designer

Jun 2018 – Aug 2020

Creative Agency

Providence, RI

- Created marketing collateral, print advertisements, and social media templates.
- Assisted in client workshops, storyboarding, and style-guide documentation.

EDUCATION

BFA in Graphic & Interactive Design

Class of 2018

Rhode Island School of Design

Providence, RI

Associate Degree in Digital Media

Class of 2015

Boston Art Institute

Boston, MA

DESIGN SKILLS

UI/UX Design



Brand Identity



Typography



Motion Graphics



Front-End Dev



SOFTWARE TOOLS

Design & Prototyping

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Sketch, Webflow.

Code & Frameworks

HTML5, CSS3, TailwindCSS, JavaScript (ES6), Git.

EXPERTISE

- Design Systems
- Vector Illustration
- Responsive Web Layouts
- User Research & Testing
- Motion Design & Lottie
- Agile Workflows

AWARDS & HONORS

- 2024** Red Dot Design Winner: Mobile UI/UX Category.
- 2023** Featured Curator: Behance Design Spotlight.
- 2022** Adobe Design Achievement Awards Finalist.
- 2018** RISD Honors Society Selection for Graphic Design.