

# Alina Butolina

## UX Designer

Sydney

0412927544

AlinaButolina.com

AlinaButolina@outlook.com

## Experience

### About me

I love trying to understand what makes people tick and then finding ways to make their lives better. I'm a creative and strategic thinker by nature and love the hunt for a perfect solution.

People I've worked with say my enthusiasm is infectious and that I'm great at finding a way through challenging times to keep projects moving.

In my spare time I love being active, going surfing, swimming and hiking. I am also still discovering the Australian ways and love to learn new things about my new home.

### I'm passionate about

Surfing

Design

Being A Good Person

Women's Rights

Environment

Art Of Exhibition Design

Sci-Fi Movies And Series

Work/Live Balance

### UX/UI Designer CharityBay.org

Melbourne, VIC (remote)  
December 2020 - Contract

- Improved the 'buying journey' of the website by eliminating steps and frictions for those coming to charityBay.org looking for items to buy
- Made the social impact messaging and the purpose of the website more clear on the homepage.
- Redesigned the dashboard where the impact of the purchase was made more visible.

### UX/UI Designer Canditude

Sydney, NSW (remote)  
November 2020 - Contract

- Conducted research on how to design the customer journey so that it will be useful and profitable.
- Designed the front-end of the website for the job seeking candidates prospective
- Developed the brand's style guide

### UX/UI Designer Link4 Cloud

Adelaide (remote)  
October 2020 - Contract

- Conducted research on how to improve the onboarding process of the Link4 users.
- Designed UI for the new onboarding process.
- Made the homepage messaging clearer to improve desirability and simplified the call to actions to drive conversion.

### Trade Marketing Rep JT international

Amsterdam  
April 2016 - May 2020

- Worked with clients to optimise customer experiences for JTi products in retail spaces.
- Continually conducted market research and tested new concepts with retail and wholesale customers
- Developed customer engagement strategies
- Executed trade programs across the greater Amsterdam region of The Netherlands, which continually grew market share and sales volumes.
- Monitored brand consistency across all retail stores
- Negotiated contracts with clients, maintained and monitored compliance after.

## Skills

Human Centered Design  
Web Design  
Mobile Design  
Interaction Design  
Low - High Fid. Prototyping  
User Research  
Usability Testing  
Sales/Marketing  
Exhibition Design  
Art Collection Management

## Tools

Figma  
Sketch  
Invision  
Miro  
Adobe XD  
Keynote  
Photoshop  
Behance  
Trello

## Languages

English  
Dutch  
Russian

## References

Available on request

### Exhibition Designer Art Collection DNB

Amsterdam  
January 2014 - June 2014

- Design and coordination of the exhibition "History of 18 presidents, 200 years of DNB in retrospective".
- Workspace experience adviser. Helping to design workspaces for the staff with the art collection.
- Curating the art collection and organising cultural activities within the bank
- Stakeholder management: artists, designers, staff.

### Brand Ambassador Bacardi Limited

Amsterdam  
October 2012 - February 2016

- Representing the Bacardi brands.
- Monitoring the portfolio and its performance at Schiphol Amsterdam Airport. Focusing on the Grey Goose and Bombay Sapphire brands and Russian customer base.
- Analysing competitor performance, customer profiling of the liquor segment and identifying opportunities for Bacardi brands.

### Exhibition Designer Collections of University of Amsterdam

Amsterdam  
January 2012 - September 2012

- Worked on designing exhibition: "500 years of Armenian Book Printing"
- Worked on designing exhibition: "125 years of Circus and Theater Carre"

## Education

### Academy Xi User Experience Design - Transform October 2020 - December 2020

A full-time 10 week course.

- Transitioning into a User Experience Designer with strong human centered design practices.
- Gaining experience by working on 3 client briefs.
- Learned how to work through the the design thinking methodology or "Double Diamond" with includes all the steps in design process.

### Amsterdam University of the Arts Bachelor of Arts September 2010 - February 2015

- Thesis: research on using sustainability in the cultural sector to generate revenue.
- Minor in Cultural Entrepreneurship. Finding ways to commercialise cultural organisations so they can be less dependent on grants and funding.
- Major in Exhibition Design aimed at a particular target group in conjunction with other forms of communication within practical constraints such as time, budget and aims.