

Alina Butolina

UX Designer

Sydney

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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

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.

Tools

Figma
Sketch
Invision
Miro
Adobe XD
Keynote
Photoshop
Behance
Trello

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.

Languages

English
Dutch
Russian

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.

References

Available on request