

ALISA UTESHEVA

UX / UI DESIGNER

alisaux.com • linkedin.com/in/alisaux • alisamuux@gmail.com • 510.480.0142

UX/UI designer grounded in user research — every decision below traces back to an interview, a survey number, or a usability test finding. Comfortable across the full process: research, wireframes, interaction design, and high-fidelity prototyping in Figma.

KEY SKILLS

Design & Prototyping: Figma, Framer, Webflow, Adobe XD, Sketch

Visual & Motion: Photoshop, Illustrator, InDesign, After Effects

Development: HTML, CSS

Research & Process: User Interviews, Usability Testing, A/B Testing, Persona Development, User Flows, Information Architecture, Wireframing, Design Systems

Interpersonal: Collaboration, Storytelling, User Advocacy, Clear Communication, Giving & Receiving Feedback, Conflict Resolution

RECENT ACADEMIC PROJECTS

Reboot · *Visual Discovery App for Gamers*

- Designed a Pinterest-style discovery app for gamers, built around a board and sub-board system for organizing builds, guides, and inspiration in one place.
- Usability testing showed 3 of 3 participants couldn't find the Explore feature and wanted clearer, step-by-step guidance. Redesigned the primary navigation and added in-app walkthroughs to fix it.
- A/B tested two icon options for a drag interaction: testers read a hamburger icon as "grab" immediately, while an arrow icon confused people. Went with the hamburger.
- Built and tested high-fidelity Figma prototypes across three core user flows: Explore, Boards, and Guided Walkthroughs.

Spotify Redesign · *Personalized Home Screen*

- Redesigned Spotify's home screen so users can hide, reorder, and customize sections based on how they actually listen.
- Two rounds of A/B testing: 2 of 3 testers found an arrow icon confusing for dragging, so I switched to a hamburger icon. All 3 testers expected light mode inside Settings, not a separate icon, so I moved it there.
- Interviewed users with different listening habits, a commuter, a product manager, a barista, and built personas that actually reflected how differently they used the app.
- Delivered a working Figma prototype of the full personalization flow.

Nuance · *Personalized Beauty & Shade-Matching App*

- Surveyed 14 respondents and drew on 24 total research participants to build a grounded user persona. 85.7% had been disappointed by an online beauty recommendation before, and 57.1% said they trusted sponsored reviews less.
- Designed a shade-matching quiz and a routine-compatibility checker to solve the biggest trust problem the research uncovered.
- Built and usability-tested high-fidelity Figma prototypes across three flows: Discover, Match, and Routine.

MindScoop · *CBS KPIX SF Collaborative Project*

- Worked with a cross-functional team on concept development, the interactive set experience, and presentation materials for a children's educational show built with CBS.

EDUCATION & ACTIVITIES

BFA in Interaction and UX/UI Design · **Academy of Art University, 3.7 GPA (May 2026)**

Coursework: Web Design, User Experience, Visual Design, Motion Graphics, Typography, Design Technology, Design Thinking, Visual Communication, Visual Storytelling & Editing.

Udemy Certifications: Figma, Figma Advanced, Photoshop, Illustrator