

Alexandra Lapina

Web Product Designer

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Summary

Web Product Designer with 3 years of full-cycle experience — from user research and complex UX architecture to shipped, live products. Designed an AI-powered psychotherapy platform from zero, including dual-user flows, design system, gamification, and core product logic. Delivered 20+ websites for small and mid-sized businesses, including service websites, e-commerce stores and landing pages. Built projects end-to-end using Tilda, no-code tools, and AI-assisted coding workflows; independently vibe-coded my own portfolio website with Codex. Engineering background enables structured systems thinking. Had an experience in Industrial and Graphic Design.

My experience

UX/UI designer · Freelance

2022 - now · Remote

- Designed landing pages, service websites and e-commerce stores (Figma, Tilda);
- Built websites using no-code tools (Tilda);
- Created branding and marketing materials, including banners and print design (Adobe Illustrator, Figma).

UX/UI product designer · SAAS “Mindloom” (Startup)

2024.09 – 2025.09 · Remote

- Designed a mental health AI product from scratch with 6 product module (tests, courses, sessions, library, AI-chat, Mental state map);
- Defining architecture, navigation, and key user flows (Figma, FigJam, Miro);
- Designed dual-user flows for clients and therapists, including AI chat interactions and a gamified psychological profile visualized as a planetary system, and delivered them as an interactive prototype;
- Built a design system with 3 color schemes (Figma tokens) and collaborated closely with developers during implementation (Notion).

UX/UI designer · Viento.ru

2023.10 - 2025.09 · Remote

- Designed service websites for clients in psychology and industrial sectors as part of an agency team;
- Built UI kits & Guidelines, developed user flows, refined layouts and delivered responsive designs across multiple projects;
- Organized existing Figma files and design system to make them easier for developers to use.

Education

Bauman Moscow State Technical University, 2012 - 2018

Skills

Figma, FigJam, Tilda, Adobe Illustrator, Miro, ChatGPT, Codex, Midjourney, Nana Banana, CapCut, UX/UI Design, Product Design, Prototyping, Design Systems, Ideation, Jobs to be Done, CJM, User & Task Flows, Sitemaps, CodePen, Notion, Design Presentation, Systems Thinking, Mentoring, Analytical Thinking, Communication Skills.