

Aleksandra Slahova

Digital Designer

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ABOUT ME

Digital Designer and **Product Designer** with **4+ years** of experience in UI/UX, responsive web design, and brand. Background spans agency, editorial, product, and freelance environments – cross-functional collaboration with developers, marketers, and product teams. Clients across fintech, gaming, real estate, hospitality, and editorial in the UK and Netherlands.

SKILLS

Tools	Figma, Framer, Webflow, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), CapCut, MidJourney
UI/UX	Wireframing, Prototyping, User Flows, Responsive Design, Accessibility (WCAG), Figma Variables, Design Tokens, Dev Mode handoff
Design	Product design, Design systems, Component libraries, Brand identity, Typography, Colour systems, Motion design
AI & No-code	AI-assisted workflows, ChatGPT, Webflow, Framer, Tilda

EXPERIENCE (4+ YEARS)

Tictaps <i>Digital & Product Designer – Freelance · Amsterdam</i> Mobile gaming startup – full UI redesign of iOS/Android app ahead of official launch. Tech: Figma, Figma Variables, Dev Mode, Webflow <ul style="list-style-type: none">– Redesigned 50+ screens – user flows, screen architecture, and visual design system for iOS and Android.– Accelerated engineering handoff building Figma components with variables and Dev Mode.– Designed full App Store asset suite; built responsive Webflow landing page ahead of launch.	Feb 2026 – Present
Readymag <i>Digital & Product Designer – Contract · Remote</i> Product UI and marketing design for a professional web design platform used globally. Tech: Figma, Design Tokens, Figma Variables, Dev Mode, Readymag <ul style="list-style-type: none">– Redesigned editor UI components – menus, panels, workspace features – applying WCAG accessibility standards.– Scaled Figma component library by 30–40 components using design tokens, cutting engineering handoff time.– Built typography-heavy landing pages and interactive onboarding templates within the platform.	Jan 2026 – Apr 2026
SVG Group Ltd <i>Digital Designer · London & Amsterdam</i> End-to-end digital design for 10+ startups across fintech, real estate, hospitality, and education. Tech: Figma, Framer, Webflow, Adobe Creative Suite, AI workflows <ul style="list-style-type: none">– Delivered 3 projects/month – responsive websites, UI systems, and campaigns across multiple sectors.– Built modular design systems and Figma component libraries; integrated AI workflows to cut asset production time.– Collaborated cross-functionally with developers and marketing teams throughout full project cycles.	Sep 2024 – Dec 2025
Future PLC <i>Digital Designer (Promoted from Intern) · London</i> Mid-weight designer in Creative Solutions across Homes & Gardens and Decanter. Tech: After Effects, Adobe Creative Suite, Figma <ul style="list-style-type: none">– Promoted from intern within 4 months; owned design across 3 major editorial campaigns.– Produced 50+ assets per campaign – rich media ads, motion banners in After Effects, branded content.– Collaborated cross-functionally with editorial, sales, and production; contributed to pitch proposals.	Jun 2024 – Jan 2025
Freelance Digital Designer <i>Self-employed · Remote / Europe</i> Independent practice for startups across fintech, education, wellness, and lifestyle. Tech: Figma, Adobe Creative Suite, Webflow <ul style="list-style-type: none">– Designed websites, brand identities, and campaigns for 15 clients – high rate of repeat referrals.– Delivered wireframes, prototypes, and Figma files for projects across UK, Netherlands, Italy, Bali, Spain.	Nov 2021 – Jun 2024

EDUCATION & RECOGNITION

Istituto Marangoni London / Regent's University <i>BA (Hons) Visual Design – First Class Honours · London</i> Recognition: Featured Designer, Momentum Exhibition – Design Museum London (2024) · Project of the Year – Istituto Marangoni (2024)	2021 – 2024
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Languages: English (Fluent) | Russian (Native) | Spanish (Conversational) | Latvian (Conversational) | Dutch (Beginner)