

Alla Shelkov

UX UI Designer

allashelkov.com

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Experience

Administrative Coordinator / Studio 6B

August 2023 - Present

- Ensuring the seamless introduction of new courses by creating precise schedules, ordering all necessary supplies and coordinating instructional trips.
- Proficiently addressing student and faculty inquiries and needs, guiding them through the entire education journey, from enrollment to course completion.
- Sustaining continuous communication with studio departments such as accounting, study counseling, and procurement management to uphold smooth operations and meet deadlines.

Visual Merchandiser & Sales Person / Adidas

November 2019 - July 2021

- After working for a year in a sales role combined with part-time responsibilities as a visual merchandiser, I was promoted to a full-time position as a visual merchandiser at the primary store in the northern region.
- Was responsible for optimizing the store's design based on commercial thinking, sales analysis, and brand attributes.
- Coached the store's staff to maintain the brand's design standards to ensure a better customer experience and an increase in sales and profitability.
- Delivered excellent customer service, resolved customer inquiries, and provided in-depth product knowledge.

Volunteering

UX/UI Designer / Tel Aviv University Debate Society

September 2022 - February 2023

- Redesigned the scheduling tool in the debate management system for the Tel Aviv University Debate Society.
- My role included conducting user research and interviews, creating wireframes, iterating the design based on feedback and maintaining consistency with the existing system's design style.
- Worked closely with a team consisting of another designer and a product manager.

Education

UX/UI Design Course

Codesigner

2022

Graphic Design Course

Solo Studio

2021

Skills

Figma

User Research

User Testing

Wireframing

Prototyping

Visual Design

Design Thinking

Attention to Detail

Problem Solving

Languages

English/ Fluent

Hebrew/ Native

Russian/ Native