

Alina Shevtsova

CONTACT

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SUMMARY

Currently, I am a remote worker at Pinha Limited, where I specialize in UX/UI design, copywriting, ad management, and creating video content for social media platforms like Facebook and TikTok. Remote job gave me good skills such as working with distributed team and delivering results at time, according to the brief.

HARD SKILLS

- Office (Word, Exel, Power Point, Publisher)
- Figma (Wireframing, Prototyping, Information Architecture, Interaction Design)
- Tilda, Canva, CapCut
- Managing Ads
- Copywriting
- Advanced use of AI

LANGUAGES

English B2
Belarusian C1
Russian C2

SOFT SKILLS

Learning Agility ● ● ● ● ● ● ●
Initiative ● ● ● ● ● ● ● ●
Adaptability ● ● ● ● ● ● ● ●
Problem Solving ● ● ● ● ● ● ● ●

EXPERIENCE

- UX/UI Designer - Feb 2024 - Present
Pinha Limited, Remote, Cyprus
- Designed and optimized user interfaces and experiences for various digital platforms. Created wireframes, prototypes, and high-fidelity designs, ensuring a user-friendly and visually appealing interface.
 - Developed engaging and persuasive content for marketing campaigns, websites, social media, and other digital platforms.
 - Managed and optimized ad campaigns on platforms like Google Ads and Facebook Ads, maximizing ROI through strategic adjustments.
 - Produced, edited, and published video content for Facebook and TikTok, crafting engaging scripts and visual stories for target audiences
 - Identified trends, target audiences, and competitor strategies to inform marketing decisions and develop effective campaigns.

EDUCATION

Minsk State College of Linguistics and Humanities - 2020 - 2023
Business Process Support & Assistance

CERTIFICATIONS

- UX/UI Design tools
IT-Academy, Minsk, Belarus - Oct 2022 - December 2022
- Web and mobile interface design
IT-Academy, Minsk, Belarus - Aug 2023 - December 2023

HOBBIES

Dancing
Long walks in nature
Going out with family and friend
Social Media
Fashion