

# Alice Florence Alimov

## Product & UI/UX Designer

Design Lead and UX/UI Designer with a passionate creative focus. Over 5 years of experience in brand and identity design, web design, digital marketing and developing products in international, interdisciplinary teams.

## Working Experience

### Senior UX/UI Designer & Design Lead

Red Sea Fish Pharm Ltd. | May 2019–present

UX & UI • Brand management • Product Design • Graphics Design

Conducting research to mapping user flows, crafting the UI, and facilitating a seamless handover to the development team.

Collaborated closely with the Director of Brand Design, actively shaping strategic decision, future design and product direction and enhancing our design processes.

During product launches, collaborated with the CTO, laboratory, and engineers to understand the technical aspects and unique selling points of the products.

Created user interfaces for complex online configurator, streamlining product selection and decision making processes.

Packaging Design and Social Media Design. Print and digital deliverables. Creative design development for packaging and social media assets, while maintaining brand consistency.

### Graphic Designer

Lia online | March 2018 - February 2019

Brand Strategy • Brand Design • Graphics Design

Banner and promotion designs.

Supporting sales through product creatives. Consistently delivering pragmatic, yet visually aesthetic designs.

Brand strategy development for small and medium sized clients. Assessing the budgetary and organizational constraints and formulating a cost effective brand identity strategy.

Designing cohesive and pragmatic brand identity systems. Maintaining existing and evolving corporate culture parameters, brand values and corporate goals.

## Website

[www.florencegalaxy.io](http://www.florencegalaxy.io)

## Social

[behance.net/alice\\_alimov](https://behance.net/alice_alimov)  
[linkedin.com/in/alice-alimov](https://linkedin.com/in/alice-alimov)

## E-mail

[hello@florencegalaxy.io](mailto:hello@florencegalaxy.io)

## I use

Figma

Framer

Sketch

Adobe Photoshop

Adobe Illustrator

Procreate

## I do

User Experience &  
User Interface Design

Wire-framing & Prototyping

User Testing / Research

Problem-Solving

Strong Communication Skills

Team Leadership

## I speak

English (Proficient)

Russian (Native)

## I studied

Kalanov - Professional college of  
computer technologies

Tashkent, Uzbekistan | 2010-2013