6 BUCKLE STREET, LONDON, UNITED KINGDOM, E1 8ZS • SHEVTSOVA.AKSINIA@GMAIL.COM
• +447920696428 • LinkedIn • Portfolio www.aksiniashevtsova.uk/.

AKSINIA SHEVTSOVA

PROFILE

UX/UI Designer experienced in crafting intuitive and user-centered digital experiences across Figma and Sketch. Demonstrates proficiency in prototyping, wireframing, usability testing, and A/B tests, delivering a 60% increase in user engagement at Salient Bio. Adept at leveraging design thinking and agile methodologies to deliver innovative solutions, with a keen focus on accessibility and responsive design.

PROFESSIONAL EXPERIENCE

Salient Bio – B2B biotechnology company providing pathology services   *October 2025 – December 2025*

PRODUCT DESIGNER   *London, UK*

Collaborated with cross-functional teams and led design sprints to prototype and test new registration form and practitioner onboarding, resulting in measurable improvements in user engagement and satisfaction.

- Designed user-friendly interfaces, **reducing the time for patients to complete registration by 47%** through enhanced usability.

- Created a high-fidelity prototype of an improved registration form in Figma, **raising the rate of optional field completion by 13%** through refined layout and visual hierarchy.

- Developed interactive mockups and wireframes using Figma, **boosting the ease of navigation by 100%**.

- Conducted remote and in-person user research to identify pain points, leading to **a 60% increase in customer satisfaction**.

7Days.ru – Russian weekly magazine   *May 2022 – June 2023*

WEB WRITER   *Moscow, Russia*

Managed SEO, SMO, and SMM strategies to streamline content production processes.

- Crafted engaging, accurate and relevant web content for 7Days.ru, boosting site traffic by over **3,000 monthly users**.

- Collaborated with editorial team to enhance article quality, leading to **a 12% increase in reader retention.**

- Implemented SEO strategies to optimise content visibility, achieving **top 5 search rankings** for key topics.

EDUCATION

King's College London   *September 2024 – January 2026*

M.A. in Global Media Industries   *London, UK*

- Researched the integration of blockchain into modern journalism through a dissertation combining organisational studies and interface analysis to evaluate how platform design impacts user experience and engagement.

- Developed an original media app project AMBEDO, leading the prototype design and visual system organisation.

Moscow State Institute of International Relations   *September 2020 – June 2024*

B.A. in International Journalism   *Moscow, Russia*

- Authored an undergraduate project on multimedia storytelling, analysing how diverse visual formats enhance user attention, comprehension, and engagement.

- Studied economics and management of modern media, developing a prototype of the FoodMe app that explored user-friendly design and information accessibility in digital media platforms.

CERTIFICATES

- **UX & UI Product Design Career Accelerator** (King's College London)
- **UX Design Professional Certificate Program** (Google)

SKILLS

- **Tools:** Figma, Sketch, Canva, UserTesting.com, Miro, HTML (Basics), CSS (Basics)

- **Expertise in:** User-centered UX/UI Design, Responsive Design, User Research, User Flows, Usability Testing, Prototyping, Wireframing, Accessibility Standards, Information Architecture, Agile Methodologies

- **Languages:** English (Fluent), Russian (Native), French (Proficient)