

Alisa Frolova

multidisciplinary designer with over 9 years of experience

alicespoon.com

[instagram](#)

[linkedin](#)

work@alicespoon.com

01.2023 – now

Resume.io is a tool for creating resumes and cover letters in a fast, easiest way. It's part of Career.io: a platform that brings together multiple career-focused services

career.io

from 2025 – lead marketing designer / 2023-2025 – senior graphic designer

- create visual identities and design concepts for sub-brands, responding to feedback and questions, and guide designers to provide a better experience with new branding. Shaping the visual language across all the products to make sure they feel connected
- mentor and support designers, offering constructive feedback and professional development guidance to help them grow and succeed in their roles
- collaborated with marketing and product teams to revamp visual assets from the ground up — refreshed brand presence across social media, display ads, and led creative direction for podcast visuals
- bringing in design-driven improvements, replacing stock photography with AI-generated imagery, optimizing creative workflows with AI tools, and providing strategic support to the marketing team

10.2020 – 01.2023

2 years 4 month

red_mad_robot is digital partner for full cycle product development. Company helps to create award-winning digital products and services for startups and well-established companies

red_mad_robot

senior graphic designer

- support and maintain the company's corporate identity after redesign, create and maintain internal websites, and control managing task for developers
- design and create digital marketing materials for the company, work closely with the marketing department
- create intercom merch and events
- define tone of voice and create brand identity for the side projects and initiatives within the Intercom department
- create 3D design, hire and quality control outsource designers to model 3D according to company guidelines
- office navigation design, such as signage and wayfinding systems, consistent with the company's overall brand and culture

12.2018 – 11.2019

1 year

DLT is Saint Petersburg's oldest department store that opened back in 1909. Today it is the flagship store of TSUM Moscow — Russia's main luxury department store

dlt (tsum moscow)

marketing designer

- design visual concepts for instore and outdoor advertising
- support website and design news articles
- create visual identity for the events
- prepress design for layouts according to the given technical requirements
- design digital content on social media for promo and events

main skills

graphic design

marketing design

branding

web design

typography

additional skills

motion design

3D (Cinema 4D, Octane, Blender)

prepress

Readymag