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(Portfolio)

Top Skills

Midjourney

Content Management

Web Pages

Alexandra Shadrina

Design Lead of UX/UI Department and a UX/UI Designer
Amsterdam, North Holland, Netherlands

Summary

I go by Muchavka. I design the parts of a product people use: onboarding, account systems, checkout and verification, the multi-step flows where most of the real complexity lives. Responsive, built to hold up from mobile through desktop. Most of my work has been in e-commerce, but I'm eager to work with other areas where the flow is the product. Currently Lead Design at WeKnowGaming, where I've built multiple brand books and the design systems underneath them, and worked in live production files alongside developers. I have experience in illustration, video editing, motion design and animation, among other things, but I work primarily in Figma with a recent deep dive into Framer. I also use AI throughout my process to maximise efficiency: exploring variations faster, generating assets, closing the gap between an idea and something I can look at. I want to work closely with a strong team. People to learn from, and work where the standard is high enough to be interesting. I like being the person who goes first into something unfamiliar; if a project needs a skill nobody has yet, I'll happily dig in and bring it back to the team. I love this profession more than is probably reasonable, and I'd like to be somewhere that feels the same way.

Experience

WeKnowGaming

2 years 3 months

Design Lead of UX/UI Department

November 2025 - Present (1 year)

UX/UI Designer

August 2024 - November 2025 (1 year 4 months)

DMU

UX/UI Designer

November 2021 - November 2025 (4 years 1 month)

Porto, Portugal

Freelance
Freelance Illustrator
2017 - November 2021 (4 years)

Education

Escola Secundaria José Estevão
Diploma of Education, Artes Visuais · (2018)