



# Alesia Kapo

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## ABOUT ME

I specialize in creating innovative, user-centered design solutions that drive brand loyalty and enhance customer engagement. By effectively integrating design processes with technology, I deliver impactful results that exceed expectations. My commitment to continuous learning and staying ahead of industry trends has allowed me to collaborate with top-tier creative teams, delivering high-quality designs that make a lasting impression. With a passion for typography, color theory, illustration, and user experience design, I consistently push the boundaries to achieve both professional excellence and personal fulfillment.

With a strong focus on user-centered design principles, I employ wire-framing techniques that begin with in-depth research and customer feedback, ensuring that every design decision is informed by real user needs. By fostering collaboration across teams, I guide the design process from concept to execution, delivering solutions that drive revenue growth, reduce costs, and enhance user education. Throughout my career, my design principles have consistently resonated with both business and design partners, resulting in impactful, measurable outcomes.

Design Software Expertise: Figma, Photoshop, Sketch, XD, Canva

## WORK EXPERIENCE

1 NOV 2022 – CURRENT Tirane

**UI/UX DESIGNER** GROW DIGITAL MARKETING AGENCY

Delivering design solutions to a variety of local, regional, and national businesses, agencies, and corporate teams

- I build relationships with my clients who trust me to provide solutions that grow their business and give their customers cohesive user experiences
- As an experienced designer, I can self-start research and strategize in alignment with my client's requirements to deliver world-class creative design solutions
- Produce innovative ideas with collaborative input by seeing beyond their market, providing a scalable design strategy for their brand or product
- Applied knowledge in HTML/CSS as a designer with an understanding of code structure for accurate interpretations of visual design wireframes

8 JUN 2023 – CURRENT

**PRODUCT DESIGNER** FREELANCER

Designing impactful, user-centered solutions for businesses and agencies across different industries, including platforms poised for international reach, showcasing the ability of thoughtful, scalable design to engage diverse audiences globally.

- I excel at building strong, trust-based relationships with clients by consistently delivering designs that align with their brand identity, business goals, and user expectations.
- With a self-driven approach, I conduct thorough research and apply strategic thinking to create user-centered designs that are functional, engaging, and scalable.
- I conceptualize and develop innovative design strategies, incorporating client feedback to ensure every project exceeds expectations while adapting to different industries and audiences.

1 SEP 2022 – 30 OCT 2022 Tirane, Albania

**WEB DESIGNER INTERNSHIP** GROW DIGITAL MARKETING AGENCY

During my internship as a Web Designer, I had the opportunity to work on real-world projects, where I applied tools like **Elementor** and **Figma** to design and build user-friendly websites.

In addition to gaining technical skills, I familiarized myself with workflow processes in a professional environment, including feedback loops, design reviews, and project management tools. The internship provided hands-on experience with modern design principles, responsive design, and user experience optimization.

## ● EDUCATION AND TRAINING

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12 OCT 2018 – 15 OCT 2022 Tirane, Albania

### **INFORMATION TECHNOLOGY** Natyral Sciences

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I hold a Bachelor's degree in Information and Communication Technology from Albania, where I gained a strong foundation in technology and problem-solving. My studies covered various topics, including programming, database management, networking, and software development. This academic background provided me with the technical knowledge and analytical skills essential for understanding complex systems and bridging the gap between technology and user needs, which I now apply in my work as a UI/UX designer.

**Address** Bulevardi Zogu I, 1001, Tirane, Albania | **Website** <https://fshn.edu.al/>

### **UX/UI DESIGNER** Memorisely

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I completed a UX/UI Design Bootcamp at Memorisely, an immersive and hands-on program that sharpened my skills in user experience and interface design. The course focused on modern design principles, tools, and methodologies, with a strong emphasis on real-world applications and collaboration.

During the Bootcamp, I worked on interactive projects, gaining expertise in tools like Figma and improving my understanding of user research, wireframing, prototyping, and usability testing. The program's collaborative environment allowed me to connect with designers from around the globe, enhancing my ability to work effectively in diverse teams. This intensive learning experience significantly boosted my ability to create user-focused and aesthetically pleasing designs, preparing me to tackle design challenges confidently.

**Website** <https://www.memorisely.com/>

### **BUSINESS BRANDING** Udemy

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I completed the **Business Branding** course on Udemy, which provided me with a deep understanding of the principles and strategies behind creating a strong, recognizable brand identity. The course covered key topics such as brand positioning, visual identity design, and effective communication to align with target audiences.

Through this program, I learned how to craft cohesive brand elements, including logos, color palettes, and typography, ensuring consistency across various platforms. The course also emphasized the importance of storytelling in building a connection with audiences, a skill I now integrate into my design projects to create meaningful and impactful brand experiences.

**Website** <https://www.udemy.com/>

15 JUL 2022 – 15 OCT 2022 Tirana, Albania

### **WEB DEVELOPER** Tirana Institute of Technology

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I completed a Web Development course focusing on HTML, CSS, and JavaScript, where I learned to build responsive and interactive websites. The course emphasized creating clean, maintainable code and introduced key concepts in responsive design and DOM manipulation, strengthening my technical skills for web development.

**Address** Rruga e Barrikadave, Tirana, 1001, Tirana, Albania | **Website** [www.tiranait.education](http://www.tiranait.education)

1 MAR 2022 – 1 MAY 2022 Tirana, Albania

### **JAVA SE 8 LANGUAGE PROGRAMMING COURSE** Tirana Institute of Technology

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I completed a Java SE 8 Programming course that helped me build a strong foundation in object-oriented programming and Java's core functionalities. The course covered essential topics like data structures, streams, lambda expressions, exception handling, and multithreading.

Through hands-on projects, I gained practical experience in writing clean and efficient code while learning how to apply Java in real-world scenarios. This course not only improved my technical skills but also enhanced my ability to approach complex problems with structured solutions.

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## ● **DIGITAL SKILLS**

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Figma | WordPress and Wix | FigJam | Researcher | UX, UI Designer | Problem Solving Skills | google researcher | elementor | Microsoft Office | sketch | canva | miro | high communication skills | Journey Mapping | Design Systems | Users Personas | AWS ( IaaS, PaaS, SaaS, CLI/API, VPS) | Marketing B2B B2C

## ● **LANGUAGE SKILLS**

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Mother tongue(s): **ALBANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*