

ALINA SALIMLI

UI/UX DESIGNER & FRONTEND DEVELOPER

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SUMMARY

Focused on designing refined, user-centered digital experiences and translating them into high-quality frontend solutions. Proven expertise in UI/UX design, visual systems, and responsive web development. Skilled in creating scalable design systems, building pixel-perfect interfaces, and ensuring consistency across devices and platforms. Experienced in working with modern design and development tools (Figma, HTML, CSS, JavaScript), delivering interfaces that combine aesthetic precision with usability and performance. Strong attention to detail, layout structure, and interaction logic. Combining design thinking with technical execution to deliver visually polished, functional, and reliable digital products aligned with business and user needs.

TECHNICAL SKILLS

HTML5, CSS3, JavaScript (ES6+)	Figma	React
Responsive & Adaptive Design	Adobe Photoshop	WordPress
Cross-browser Compatibility	Adobe Illustrator	Git

PROFESSIONAL EXPERIENCE

- Frontend Developer & UI/UX Designer, Upturnlab

Sep 2025 - Present

 - Established and maintained UI/UX design and frontend development practices for web-based digital products, ensuring alignment with modern design standards and responsive development principles.
 - Designed and implemented user interfaces across the full development lifecycle, from concept and prototyping to production-ready frontend delivery, ensuring consistency between design and implementation.
 - Developed and maintained scalable frontend components using HTML, CSS, and JavaScript, ensuring code quality, reusability, and maintainability.
 - Ensured pixel-perfect implementation of design assets, maintaining visual accuracy, layout integrity, and consistency across devices and browsers.
 - Applied user-centered design principles to improve usability, interaction logic, and overall user experience across digital interfaces.
 - Collaborated with cross-functional stakeholders to translate business requirements into effective UI/UX solutions aligned with product and brand objectives.
- Frontend Developer, BelBerry

Sep 2024 - Avg 2025

 - Developed and maintained frontend solutions for web projects built on 1C-Bitrix CMS, ensuring alignment with design specifications and responsive behavior across devices.
 - Customized and extended Bitrix templates and components, adapting UI/UX layouts to business and project requirements.
 - Worked with Bitrix components and WordPress themes, integrating dynamic content and ensuring seamless interaction between frontend and backend systems.
 - Collaborated with backend developers and content teams to ensure correct data flow and content rendering within CMS environments.
 - Collaborated closely with senior management, risk, and compliance teams to align IT and business processes with audit-readiness.
 - Ensured cross-browser compatibility, performance optimization, and stability of web interfaces across different platforms.

UI/UX Designer, Nova Agency

May 2024 - Sep 2024

- Designed and delivered user-centered interfaces for web and digital products, ensuring alignment with business goals and user needs.
- Created visually consistent and scalable design systems, improving efficiency and maintaining brand identity across projects.
- Focused on usability, layout structure, and interaction logic to enhance overall product quality and user engagement.
- Conducted iterative design improvements based on feedback and project requirements, refining interfaces for clarity and performance.
- Developed wireframes, user flows, and high-fidelity prototypes in Figma, translating concepts into clear and structured design solutions.

UI/UX Designer, Pyramid Group

Nov 2022 - Apr 2024

- Supported the design process for web and digital products, contributing to the development of user-centered interface solutions.
- Created wireframes, layouts, and visual concepts in Figma, ensuring clarity, structure, and alignment with project requirements.
- Assisted in the development of UI components and design systems, maintaining consistency across interfaces.
- Collaborated with senior designers and developers to refine design solutions and ensure accurate implementation.
- Focused on usability, layout composition, and visual hierarchy to improve overall user experience.
- Adapted design solutions based on feedback, gaining practical experience in iterative design processes and real project workflows.

UI/UX Designer, Freelance

Sep 2022 - Present

- Delivered end-to-end UI/UX design solutions for web projects, working directly with clients to translate business requirements into effective digital interfaces.
- Designed wireframes, user flows, and high-fidelity prototypes, ensuring clarity, usability, and alignment with project goals.
- Created visually consistent and brand-aligned interfaces, focusing on layout structure, typography, and interaction logic.
- Collaborated with developers or independently prepared design assets for implementation, ensuring accuracy and completeness of deliverables.
- Managed multiple projects simultaneously, maintaining timelines, communication, and quality standards across all stages of design.
- Applied user-centered design principles to enhance usability and overall user experience across different types of digital products.

EDUCATION

Bachelor's Degree in Logistics

Sep 2021 - May 2025

ADNSU

- Focused on analytical thinking, process optimization, and operational planning, providing a strong foundation for structured problem-solving in digital product design and development.

Master of Business Administration - MBA

Sep 2025 - May 2027

Azerbaijan State Oil and Industry University

- Currently pursuing an MBA in Marketing (expected 2027). The program focuses on strategic management, marketing analytics, leadership, and business development.

LANGUAGES

- English
- Russian
- Azerbaijani

CERTIFICATION

- Frontend Development - Step IT