

Alina Skalkina

Lead Brand Designer, Berlin



B2B Brand Designer by choice, Design Engineer by destiny, and the person asking why this component exists in five different versions.

Helping B2B products explain themselves better, make visuals less generic, and design systems less likely to become archaeological sites.

Feb 2026 — Present

Remote

Lead Brand Designer

Alty · USA

Digital transformation partner for complex products, platforms, and compliance-heavy business environments.

- Led Alty's scale-up rebrand across brand strategy, visual identity, website experience, and scalable system development.
- Reframed the company from service provider to digital transformation partner, turning complex B2B and compliance-heavy positioning into clear creative direction.
- Built a token-based brand system with semantic tokens, adaptive components, reusable patterns, modular Figma constructors, and AI-assisted design-dev workflows.
- Mentored designers in design engineering and scalable brand-system thinking.

Jun 2025 — Present

Berlin

Founding Designer

Farba Booking · Germany

An early-stage booking platform, shaped from concept to MVP.

- Led design vision and strategy from concept to MVP across PMF, UI/UX, and branding.
- Supported development with handoff, prototyping, and implementation-ready specifications.

May 2023 — Nov 2025

Kyiv / Remote

Brand Designer — Contract

LUN · Ukraine

Ukraine's innovative leader in proptech, with global presence.

- Designed brand identity guidelines and a modular asset constructor in Figma for social media.
- Delivered assets and animations.

Aug 2021 — May 2025

Kyiv / Remote

Brand Designer — Contract

UTC Film · Ukraine

A full-cycle agency producing brand campaigns.

- Led design direction for a B2B website redesign.
 - Facilitated cross-team workshops to align strategy during fast campaign cycles.
 - Art-directed and built cohesive brand identities and marketing systems.
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Jul 2018 — Jul 2021

Kyiv

Growth & Marketing Designer

LUN · Ukraine

Ukraine's innovative leader in proptech, with global presence.

- Drove growth design for the LUN Misto air-quality map, apps, and widgets, contributing to 230% growth.
- Led UI/UX development of the inclusivity award-winning Comfort Map.
- Mentored designers and supported team capability growth.
- Created marketing campaign UI, B2B lead magnets, and loyalty campaign assets.
- Contributed to LUN brand redesign and gave a university lecture on design-frontend collaboration.
- Designed end-to-end HR CRM workflows that reduced onboarding time by 40% and manual HR workload by 60%.

2020

Lecture — Design & Frontend Collaboration

National University of Kyiv

Guest lecture (with a Frontend Engineer) on collaboration strategies for efficient design-frontend workflows.

2015 — 2019

Applied Physics, Nanoelectronics & Computer Technologies

Taras Shevchenko National University of Kyiv

Studied Web Development and Data Analytics, supporting User-centered, Data-driven design. System Design knowledge strengthens my ability to build scalable digital products. Foundations in color theory, optics, and 3D modeling enhanced my visual and spatial thinking.

2016

Unit Factory / School 42

Kyiv

Learned programming languages (C, C#, C++, Bash). This coding foundation helps me bridge the gap between design and development, ensuring smooth execution of design.

Berlin

