

ALENA KUPRIS

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EDUCATION

PETROVSKY STATE COLLEGE (ranked #1 among 100 colleges in the city)

Saint Petersburg, Russia

High school with vocational track

September 2022 - June 2024

- Graduated with highest honors (GPA 5.0/5.0).
- Won 5 national and international competitions, ranking in the top 0.001% out of 100,000+ participants.
- Conducted cross-cultural art & behavior research, which was published and exhibited at the Erarta Museum of Contemporary Art.

MOSCOW STATE SCHOOL NO. 2009

Moscow, Russia

High school with concentration in Linguistics and Literature

September 2020 - June 2022

- Graduated with highest honors (GPA 5.0/5.0).
- Awarded the National Gold Medal for outstanding academic achievement (ranked top 0.0007%).
- Authored an original research project, presenting findings at conferences hosted by the Institut Français, Moscow and the Library of Foreign Literature.

V.V. KRAINEV STATE SCHOOL OF THE ARTS

Moscow, Russia

State pre-professional school with concentration in fine arts

September 2014 - June 2021

- Graduated with highest honors (GPA 5.0/5.0); solo selected from the cohort to have the graduation thesis artwork permanently retained by the school.
- Admitted via a highly competitive state-funded track with an acceptance rate of less than 7% (~15 applicants per seat).
- Won 11 national and 3 international art competitions; artwork selected to be showcased at the prestigious Moscow Union of Artists Hall (1M+ visitors/year).

WORK EXPERIENCE *Design&Marketing*

GETBIZME

Remote

Product & Lead Designer / Marketing Manager

June 2025 - April 2026

- Led a team of 5 designers, coordinating workflows, design reviews, and timeline execution for all marketing and product assets.
- Collaborated with cross-functional teams to successfully deliver 9 complex B2B projects.
- Managed 2 products as both product manager and lead designer, overseeing them from initial user research to final launch.
- Initiated and managed corporate LinkedIn channels for multiple internal products; conducted market research (competitor benchmarking, consumer surveys, and trend analysis).

Product Designer

Remote

- Conducted 20+ user interviews and extensive research (surveys, behavior analysis) to map user flows for the launch stages of 5 new products.
- Refined and finalized interfaces for existing projects, delivering routine design updates and feature improvements.

March 2025 - June 2025

DEVIM TEAM

Remote

UX/UI Designer & SMM

May 2024 - January 2026

- Developed the primary platform for investors and job seekers using Tilda, managing a \$12K design and launch budget.
- Optimized the B2C user platform by iterating on existing components and creating new interfaces; conducted 15+ A/B tests to streamline the conversion flow, reducing the user journey by 3 key steps.

- Managed corporate LinkedIn and Instagram channels, generating 40% organic follower growth.

Graphic Designer & SMM

Remote

April 2023 - May 2024

- Designed print products and custom merchandise for the HR team, boosting corporate event attendance by 35% and significantly enhancing internal team engagement.
- Created custom web and social media illustrations, increasing user dwell time on the website by 45% for article engagement and expanding social media reach by 60%.

FREELANCE

Remote

May 2023 - January 2026

Graphic & Web Designer; Marketing Manager

- Delivered 30+ projects, including design for the film and television industry (the series "Vibrate Higher" - 750K views in 3 months; collaboration with VK, Internet Development Institute, Wink).
- Executed branding, social media design (SMM), complete website development, and print collateral creation.

AMIGO PRINT

Saint Petersburg, Russia

Graphic Designer

March 2023 - March 2024

- Managed pre-press layout preparation.
- Designed high-impact digital presentations and print marketing collaterals, including brochures, flyers, calendars, and business cards.

WORK EXPERIENCE *Education*

CODDY

Remote

Design Instructor

November 2025 - May 2026

- Taught 15 students ages 9–13 across 3 groups, introducing foundational digital design and visual communication.
- Taught Figma and guided students in creating illustrations, posters, and digital stickers through hands-on projects.
- Supplemented the school's curriculum with additional exercises and creative assignments tailored to students' interests and skill levels.

INDEPENDENT

Remote

Design Instructor & Mentor

January 2024 - May 2025

- Independently developed and delivered 1:1 design education for 11 students ages 17–25, teaching Figma, Illustrator, Photoshop, web design, and digital design fundamentals.
- Created customized learning plans based on each student's goals, progress, and skill level.
- Achieved 100% career continuation among students; 2 launched education startups and 5 transitioned into freelance work.
- Guided students through 20+ real-world design projects, including placing a student's work in a Yandex advertisement in central Moscow.

VOLUNTEER EXPERIENCE

PARKOVKINSPB.RU

Remote

Founder & CEO / Marketing Manager

December 2025 - Present

- Founded and launched a free interactive website mapping legal free parking spaces in central St. Petersburg.
- Attracted 5,500+ unique users to the site within 1,5 months of launch.
- Pitched the project to urban media; featured in the print edition of "Metro St. Petersburg" newspaper and profiled by MR-7, an online outlet, in a feature covering both the project and my personal story; combined coverage reached 700K+ views.

SILENCE OF NATURE

Remote

Co-Founder & Partnerships Lead

January 2026 - May 2026

- Co-founded a bilingual eco-art project, leading a 7-person cross-functional team and successfully raising \$500+ in crowdfunding for sustainability initiatives.
- Spearheaded SMM partnerships and marketing collaborations with cultural hubs and brands (including Sevkabel Port, New Holland, and Bushe); drove 110K+ in organic reach and executed 5 community events within 3 months.

NOCHLEZHKA

Saint Petersburg, Russia

Graphic & Web Designer / SMM

September 2025 - Present

- Executed 15+ design projects for Russia's largest homelessness charity, including presentations and printed promotional materials (flyers, event posters).
- Produced 20+ social media graphics and visual assets to promote events and share charity news with the community.

PUBLICATIONS

Co-author. "MAYOU" - a socio-artistic study of female upbringing environments. 2025-2026

Conducted interviews with 25+ participants on upbringing environments. Published 50 copies; distributed across 10 locations in St. Petersburg and Moscow; exhibited at the Erarta Museum of Contemporary Art, featured at Podpisnie Izdaniya bookstore, and showcased at IRNBY space.

Independent Researcher. "3 Women of the Louvre": Describing Art in French. 2022-2023

Designed a research project to help students more easily describe paintings in French, using three iconic women in the Louvre's collection as case studies. Presented at the Library of Foreign Literature and the Institut Français, Moscow; the research was featured in publications on both institutions' websites.

Co-Author, in progress. "Finding Alignment Between Brand Message Semantics and Consumer Query Semantics: Emerging Technologies and Prospects for Brand Management." 2026

Ongoing collaborative paper with an associate professor of marketing at Lomonosov Moscow State University (MSU), examining semantic alignment between brand communications and consumer search behavior, with applications for brand management.

AWARDS & HONORS

- Winner, International "Russia's Talent" Art Competition; work subsequently exhibited at Art-Kommuna Contemporary Art Center, Moscow.
- Prize-Winner, Young Design x Tatneft Competition; design concepts were subsequently adopted for internal use by Tatneft.
- Winner, "Prosto-Naprosto" National Infographics Competition.
- 3rd-Degree Laureate, Deineka Youth Forum on Composition.
- Finalist, Mosproducer & Media Hub Art Competition.
- Semifinalist, Young Design and Art Masters Competitions.
- Selected for 6+ additional juried exhibitions, including "Starry Dreams", "An Atmosphere Like My Salad" (4 works shown), and the international "Floral Kingdom" exhibition-competition; artwork also displayed at Krasny Oktyabr and the Moscow Union of Artists Exhibition Hall.

SKILLS

Languages: Russian (Native); English (Advanced); French (Intermediate).

Design & Technical: Adobe Photoshop, Illustrator, InDesign, After Effects (basic); Figma; Tilda; Blender (basic).