

Raphael Alpert

Brand & Visual Designer · Web Design · UI/UX · AI-Powered Workflows

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Brand & Visual Designer with 5+ years of experience in web design, UI/UX, and marketing communications. Since 2024, working independently on freelance projects — from multi-page website redesigns and portfolio sites to full mobile app design. Skilled in Figma, Adobe Creative Suite, and AI-powered workflows (Midjourney, Firefly, Claude Code). Comfortable taking projects from concept to production across web and digital.

FREELANCE PROJECTS

Machol Shalem Dance House · Website Redesign

2025

- Redesigned a multi-page website for a leading Jerusalem dance institution — from UX audit and information architecture to final visual design and production-ready handoff
- Developed a refreshed visual identity system: typography, color palette, and layout language consistent across all pages
- Collaborated directly with the client to align design decisions with their brand positioning and audience

Midmanart · Portfolio Website — Documentary Filmmaker

2026

- Designed and developed a portfolio website for a short documentary filmmaker — showcasing works, biography, and contact
- Built using Claude Code (AI-assisted development) — combining design direction with rapid code-based implementation
- Focused on cinematic visual language: dark aesthetic, strong typography, and immersive layout to reflect the filmmaker's style

OneMoreSet · Fitness Tracking App — Personal Project

2025 – Present

- Designed and developed a full mobile application for gym workout tracking built in React Native with Expo Router
 - Responsible for end-to-end product: UX flows, information architecture, UI design system, motion interactions, and development
 - Currently deployed on TestFlight; ongoing UX improvements based on personal use and feedback
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WORK EXPERIENCE

Yandex Plus · Communication & Visual Designer

2022 – 2024

- Designed marketing campaigns, landing pages, email communications, and branded visual content for a 100M+ user platform
- Built a scalable email design system and branded illustration library used across all CRM channels
- Ran A/B tests on campaign assets and iterated based on performance data
- Collaborated with PMs, content, and engineering teams across multiple simultaneous projects

Genius.Education · Web & Marketing Designer

2022 – 2023

- Designed multi-platform marketing assets: landing pages, digital ads, social visuals, and email templates
- Maintained brand consistency and iterated on designs based on stakeholder and user feedback

GeekBrains · Web Designer

2020 – 2022

- Produced web design, UI components, and digital marketing assets for an online education platform
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SKILLS & TOOLS

Design: Brand identity, web design, UI/UX, illustration, typography, layout, design systems, marketing assets

Tools: Figma, Adobe Illustrator, Photoshop, InDesign · Blender, Cinema 4D · After Effects (basics)

AI & Dev: Claude Code, Midjourney, Adobe Firefly, ChatGPT · React Native, Webflow, HTML/CSS

EDUCATION & CERTIFICATIONS

Claude 101 & Claude Code in Action — Anthropic, 2026 · **Foundations of UX Design** — Google, 2025 · **2D&3D Motion Design** — British Higher School of Art & Design, 2021 · **Interface & Mobile Design** — Skillbox, 2020 · **Bachelor's Degree** — Jewish University Moscow, 2014–2018