

Alexander Alazar

Product Designer & Creative Technologist, Stockholm, Sweden

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Portfolio: all-star.se (password: @llstar128!)

Summary

Product designer and creative technologist running the independent studio ALLSTAR. I take ideas from concept to working product: designing the experience, then building it with code, no-code and AI, from custom-trained image models to AI-driven products. Grounded in UX research and visual communication. Based in Stockholm, open to opportunities and relocation both within Sweden and internationally.

Work Experience

Founder, Product Designer & Creative Technologist

ALLSTAR, Stockholm, Sweden, June 2024 - present

- **POPiNTV (Lunds kommun):** AI-driven pre-production platform for young filmmakers, commissioned for Kulturskolan Lund. Designed the script feedback, storyboard generation and character chat flows, and trained the custom LoRA that keeps generated frames consistent. Working MVP in eight weeks with one developer, adopted for the municipality's youth programmes.
- **Telia:** Internal sales-support suite for a customer-service team: a guided recommendation flow for live calls plus a hardware comparison view. Self-initiated, designed in Figma and built in Lovable on Supabase, now being introduced into the team's support systems.
- **Smidig AI:** Agent-based workflows and CRM-integrated interfaces for an early-stage B2B startup targeting industrial legacy systems. Delivered UI mockups, product flows, visual identity and a landing page.
- **Bloom Your Art (Tekniska Museet):** Interactive AI installation at Sweden's National Museum of Science and Technology, built in Bubble against a custom-trained LoRA model via Replicate. Visitors create AI-generated art in under a minute.
- **Ping Pong Club (Apple Vision Pro):** Led the second and third design iterations post-MVP: menus, settings, in-game HUD, leaderboards, onboarding and customization for visionOS. Featured on 9to5Mac.

UX Intern

Jungle Design Agency, Stockholm, Sweden, November 2023 - June 2024

- Conducted UX research and usability testing for early-stage client platforms.
- Built responsive UI mockups based on research findings.
- Contributed to internal design sprints and product team delivery.

Co-founder, Art Director

Studio 94 Records, Stockholm, Sweden, May 2021 - June 2024

- Led art direction and brand identity for label releases and collaborations, including with SNS.

Photographer, Freelance

Self-employed, Stockholm, Sweden, June 2018 - present

- Produced campaign, editorial and brand imagery for clients including SNS, Reebok and Jordan.
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Projects

Mirrors, UX/UI Designer, 2024

- Designed a multilingual platform giving migrants access to legal, health and housing services.
 - Conducted research with NGOs and caseworkers to shape an inclusive UX. The concept secured UNESCO funding.
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Skills

Design: product design, UX design, UI design, UX research, usability testing, journey mapping, personas, wireframing, prototyping, information architecture, accessibility (WCAG), design systems, art direction, branding

AI and creative technology: Stable Diffusion, LoRA training, Replicate, Anthropic API, MCP, prompt engineering

Tools and build: Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Framer, Webflow, Bubble.io, Lovable, Supabase, Shopify, HTML, CSS, photography

Languages: Swedish (native), English (fluent)

Education

Chas Academy, UX Design & Requirements Management, 2022 - 2024

Värmeverket, Creative AI, 2024

Forsbergs Skola, Visual Communication, 2019 - 2020

Sigtuna Folkhögskola, Photography, 2016 - 2018