J. Alexander

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EXPERIENCE

Hugo & Cat Design Agency
New York City, NY — *Senior UX Designer*

Dec 2021-July -2024 Full Time

Integrated AI into product design processes to enhance user experiences and streamline workflows.

Leveraged data-driven insights and machine learning algorithms to automate tasks and predict user behavior.

Applied AI for personalization of user interactions, resulting in more intuitive and efficient designs.

Innovated with AI to ensure forward-thinking solutions that adapt to evolving user needs and technological advancements.

- Applying UX design best practices to ensure that communications are user-friendly, visually appealing, and aligned with the client's objectives.

- Ensuring all designs adhere to accessibility standards, making content accessible to users with diverse needs and abilities.

- Conducted user research to understand target audiences and gather insights that inform design decisions.

Delivered: Websites, Presentations, Mobile Apps, Design Systems: Update branding, Delivered design system in Figma with new components, templates and tokens

Target, Minneapolis, MN — *Senior UX Designer*

June - Nov 2021 Contract

Project - Bulk Gift Card B2B ecommerce redesign

- Implemented accessibility standards (ADA) across desktop, tablet, and mobile devices to ensure inclusive user experiences.

- Collaborated with solution architects, product owners, business users, and other stakeholders to design and refine user experiences for multiple products simultaneously.

- Utilized the user-centered design (UCD) process to address complex design challenges, balancing user goals, accessibility needs, business requirements, and development constraints.

- Employed iterative design methods, including sketches, process flows, wireframes, and interactive prototypes, to make informed design decisions.

SKILL TOOLKIT

Design Approach: User Research, Personas, Wire-framing, Conceptual Design, Web Design, Graphic Design Branding, Art/Creative Direction, Marketing, Illustration

Accessibility Coaching Web Content Accessibility Guidelines (WCAG 2.0 & 2.1)

- Web Accessibility Initiative – Accessible Rich Internet Applications (WAI-ARIA)

- Americans with Disabilities Act (ADA) Compliance (Title I & Title III)

- Assistive Technology use (through frequent observation of disabled users), including JAWS, NVDA, VoiceOver (mainly iOS), Talkback, ZoomText, High Contrast Mode, Dragon, keyboard-only, and automated checkers

Format: Print, Digital, Social Media, Mobile, Desktop, Tradeshow, Advertising

Software: Photoshop, Illustrator, InDesign, Sketch, UX Pin, Figma, Wordpress, Shopify

Code: HTML, CSS, Javascript (minor),PHP (minor)

OS: Mac/Windows

Methods: Qual/Quant User Research, Personas, Journey mapping, Lean UX, UX

- Analyzed existing user interfaces to propose usability improvements and conducted competitive analysis to understand industry design solutions.

- Created interactive simulations and prototypes to help project teams, stakeholders, and users visualize and explore proposed business solutions.

- Maintained and enforced UX style guides, UI standards, and interaction design pattern libraries to ensure design consistency and quality.

Design, LUMA research methods, Agile, Waterfall

Equifax, St. Louis, MO — *Senior Product Designer*

Sept 2019-May 2021 Full Time

- Make sure all designs adhere to accessibility standards, making content accessible to users with diverse needs and abilities. A11y coaching and advocacy.

- Led UX design projects from concept to launch, ensuring seamless user experiences.

- Conducted user research and usability testing to inform design decisions.

- Created wireframes, prototypes, and high-fidelity mockups to visualize design solutions.

Wells Fargo Advisors, St. Louis, MO — Assistant Vice President, *Senior Product Designer*

Feb 2014-Aug 2019 Full Time

Worked with key stakeholders and various product owners consulting on UX best practices, advocate design thinking, visual design, user research, and accessibility requirements.

Lead designers in projects including art direction, project management, strategy, execution, presenting out to stakeholders, and advocating for a client first user experience.

- Make sure all designs adhere to accessibility standards, making content accessible to users with diverse needs and abilities. A11y coaching and advocacy. Brand Steward

Monsanto/Bayer, St. Louis, MO — *Product Designer*

2007-2009 Contract

Lead UX/UI design for products from ideation to implementation,

creating wireframes and prototypes, delivered frontend html to SAP and ASP.Net developers.

Freelance — *Graphic UX Designer*

MONTH 2008 - PRESENT

offered a range of graphic design and illustration services, including creating logos, branding materials, marketing collateral, and custom illustrations. I specialized in visually compelling designs that effectively communicate brand messages and captivate target audiences.

EDUCATION

University of Missouri, Columbia — *Graphic Web Design*

1994 –2000

Interdisciplinary design with a focus in social media and advertising