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| * Leading teams | * Human Centered Design | * User Testing |
| * Mobile & Responsive Design | * Design Systems | * User Case & User Journey |
| * Interaction Models | * Research & Analysis | * Process Improvement |

**Technical Skills**

**Education**

**Course Training**

**Professional Experience**

**Core Competencies**

**Alexandra Gardner**

248.219.9318 | elovation.design@gmail.com | elovation-design.com

**Product Design**🟇 **User Experience** 🟇 **User Interface**

Product and user experience designer with a track record of building products that are visually appealing and user centric. Expertise in building strong relationships with clientele, maintaining an open dialogue to gather business requirements and implementing effective design strategies that meet and exceed their objectives. Highly skilled in the use of testing and analytics to gauge design effectiveness, using findings to execute revisions that optimize user experience.

**Senior User Experience Designer 🟇 Pinnacol Assurance 🟇 Denver, CO 🟇 2018 – Present**

* Established and led daily stand-ups and kanban board for UX team providing a process for design to development hand-off.
* Conducted design audits to identify UI patterns and inconsistencies, creating a Design Language System and Sketch component library shared among five teams across four portals.
* Led company-wide workshops on Human Centered Design Principles to stakeholders and external departments.
* Produced an award-winning blockchain insurance identity solution at Ethereum Denver Hackathon, deemed Best User On-Boarding Experience.
* Worked with Data Science, Integrations and Development to design a revolutionary mobile-first product based off of a 1000+ screen legacy system, increasing SUS scores by 25%.

**UI Design Specialist 🟇 Compass Natural Marketing 🟇 Longmont, CO 🟇 2015 – 2018**

* Executed design of visually appealing and user friendly Web sites, conducting user testing, task flows and client vision boards to maximize effectiveness.
* Created designs and strategies for e-mail marketing campaign, using re-engagement campaigns to address inactive subscribers, which incresed overall open rates by 20%.
* Collaborate with client teams in expanding user experience and brand presence, creating strategies to address design and product R&D needs.

**Design Coordinator/Strategist 🟇 Red Idea Partners 🟇 Boulder, CO 🟇 2014 – 2015**

* Improved start-up clients' awareness of market conditions, guiding them through review of market outlook and brand positions while establishing growth strategy.
* Spearheaded the re-design of company's Web site and creative efforts, building a standardized brand identity package on Frontify.
* Provide start-up and small business with comprehenive design services, tailoring strategies that meet their specific business objectives.

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* Integrated & Analytical Product Design
* Human Centered Design Thinking
* Business Venture Practicum
* Competing Values Framework
* Nielsen Norman Group Certification Program

**University of Michigan, Ann Arbor, MI**

*Bachelor of Arts - Art & Design (Magna Cum Laude)*

* Minors – Design Engineering & Social Work
* Certificate in Entrepreneurship, The Center for Entrepreneurship
* Certified in Dialogue for Intergroup Relations
* Winner of The MPowered Center for Entrepreneurship Toy Competition
* University Honors: 2009, 2010, 2011, 2012

**Software**

**Web Platforms**

**Tools**

* Adobe Creative Suites, Sketch, Axure, Power Point
* WordPress, Shopify, Wix, Squarespace, Webflow
* BaseCamp, Jira, InVision, Design System Manager, Storybook, Google Analytics, HTML, CSS