



CONTACT

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📍 Brooklyn, NY

 [Linkedin Profile](#)

 [Website & Portfolio](#)

SKILLS

- User Research
- User Interviews
- Affinity Mapping & Personas
- Wireframing & User Flows
- Prototyping
- Usability Testing
- Competitive Analysis
- Project Management
- Team Building
- Information Architecture
- Agile UX
- Copywriting
- Social Media
- Presenting

TOOLS & SOFTWARES

- Figma & Figjam
- Google Suite
- Microsoft Suite
- Optimal Workshop
- Asana
- Trello
- BaseCamp
- Beginner HTML & CSS

EDUCATION

GENERAL ASSEMBLY, New York, NY

EMORY UNIVERSITY, Atlanta, GA

ALEXANDER FELLOWS

UX/UI Designer & Researcher

I am a UX designer who loves combining data with storytelling. My experience in digital marketing and comedy improvisation allows me to build supportive and collaborative work environments that drive business outcomes. My experience running large social media accounts for consumer goods brands allows me to quickly draw user-focused insights from multiple data points. I blend all of these traits with my empathy to create unique, efficient, and data-driven experiences for my users.

EXPERIENCE

UX/UI DESIGN APPRENTICE

2022

General Assembly

- Project managed a team to design a new feature and redesign an existing one for the Coursera mobile app in two weeks.
- Oversaw creation and responsibilities of all UX research for the Coursera project, including user interviews, affinity mapping, persona creation, user flows, competitive and comparative analysis, and usability testing.
- Led a complete website redesign to incorporate e-commerce features for a local beauty retailer, developing a persona and conducting competitive research to inform my design of a high-fidelity prototype in Figma.

DIGITAL MARKETING ASSOCIATE

2020 - 2022

OXO - Helen of Troy

- Designed and delivered all digital marketing briefs for our Brand Design team, laying out themes and structure for all communications (10-13 emails & 40+ social posts monthly).
- Collaborated with Brand Design, Ecommerce, Sales, and GTM teams when creating marketing calendars to ensure cohesive messaging and appropriate product promotion.
- Created consumer-focused copy for all organic social posts (40+ monthly), paid social posts (12+ monthly), and IG stories (5-7 monthly).
- Implemented subject line testing to our regular marketing email flow, leading to an increased average open rate from 18% to 21% over FY21.

SOCIAL MEDIA ASSOCIATE

2019 - 2020

Zwilling J.A. Henckels

- Managed online product questions, item recommendations, and warranty/replacement requests, demonstrating strong knowledge of our 3,000+ SKUs and policies.
- Curated content feeds for Instagram, Facebook, and Pinterest across 5 different brands, selecting visual assets and creating copy for 60+ posts monthly.

PUBLIC RELATIONS INTERN

2018 - 2019

Glow Recipe

- Monitored daily press mentions across news and social platforms.
- Grew and maintained media list from 950 to 1,500+ contacts through direct outreach to influencers and press via Instagram and email channels.