

Alexander J. Powell

alpowell94@gmail.com

(630) 808-8080

Innovative Visual & Experience Designer with an in-depth understanding of design principles & a scalable approach to product design & development. Possesses a keen eye for modern design, an emphasis on concise communication & collaboration, and a bulletproof philosophy of continuous, iterative evolution from a professional and product standpoint.

SKILLSET

User Experience & Design

- User Research Planning, Human-Centered Design, User Personas, User Flows, Usability Testing, Journey/Process Mapping, Competitor Analysis, Wireframing, Information Architecture, Atomic Design, Responsive Web Design, Prototyping, Interaction Design, UI Grids & Composition, Design Systems

Tools & Technology

- Figma, Invision, Adobe Photoshop, Miro, Trello, JIRA, VS Code, Visio, Github, HTML5, CSS3, Javascript, Object-Oriented Programming, System Integrations

EMPLOYMENT EXPERIENCE

West Monroe Partners, Chicago, IL

March 2019 – June 2022

Senior/Experienced Consultant

- Collaborate with business analysts, designers, product managers, and developers to discover and solution design business requirements & user needs
- Leverage server and client-side development to enable capabilities for end-user through iterative-based approach & implementing stakeholder feedback
- Design and develop business requirements through a user-centric lens via Lightning Web Components and Lightning Design System
- Serve as the lead developer on several projects – mentoring & managing junior developers and interns

VelocityEHS, Chicago, IL

February 2018 – February 2019

Junior Salesforce.com Developer

- Worked alongside manager and senior developers to translate business requirements into code-based solutions utilizing Visualforce and Apex
- Presented solutions through weekly code reviews to ensure alignment with coding standards and business requirements
- Leveraged Lightning Design System to design and develop intuitive interfaces that guide the intended user through their respective workstream to fulfill business needs

Capstone Project

August 2017 – December 2017

Salesforce Implementation

- Collaborated with Tippie School of Business to address key pain points within the current Alumni survey process and translate them into future-state user requirements
- Redesign the Tippie Alumni survey process to fulfill KPIs of increased survey turnout and strengthening the relationship between alumni and undergraduate students
- Collaborated with team members to translate user requirements into custom solution leveraging Email Templates, Workflows, Surveys, and Reports via Salesforce

EDUCATION

University of Minnesota

December 2020 – June 2021

- User Experience and User Interface Design Certification

The University of Iowa

August 2013 – December 2017

- B.B.A Information Systems, Tippie School of Business
- Writing Certificate

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PROJECT DESIGN EXPERIENCE

Asurion Auto

November 2021 – June 2022

Business Analyst/Experience Designer

- Owned the design & development of multiple workstreams and features prioritized by operations
- Leveraging the Design System of Asurion, resurfaced the visual experience and language of native Salesforce features to maintain a consistent visual brand identity and streamline the user-experience for customers of Asurion across their multi-product platform
- Wrote, designed, and implemented value proposition infographic within Appointment Assistant flow to enhance visual styling of the feature and illustrate the value of Asurion Auto's product to customers

Asurion Health

November 2020 – November 2021

Product Designer

- Led weekly design club meetings to determine feasibility of design decisions with engineering team and confirm fulfillment of user & business requirements with the operations team
- Rapidly created mockups and clickable prototypes to support demo experiences presented to potential clients to showcase the aspirational experience of the product and its ability to fulfill requested capabilities
- Built out the Asurion Health Design System with an atomic design philosophy so the product could be designed in a scalable and efficient manner. Leveraged Figma to create component instances that were utilized when building out new features or rapidly prototyping a demo experience for potential clients
- Owned the design workstream for the appointment notification feature. Crafted the cadence and interaction pattern of the notifications to increase appointment turnout

Blackboard

Product Designer

February 2021 – August 2021

- Leveraged personas, storyboarding, and articulate user-stories, to establish an understanding of the Salesforce end-user's daily workstream, the business tasks they aim to fulfill, and the pain points they face as they run through the processes tied to their daily work
- Used Lightning Design System to design web pages, optimize end-user workstreams and business processes, and ensure visual and experiential consistency across the entire Salesforce platform
- Re-designed features to be mobile-responsive to ensure users could fulfill work tasks on the go