



Alex Dales

Product Designer & Engineering Student

alexdales.com

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SKILLS

Methods

Interaction Design
User Empathy
Wireframing
Design Systems
User Interviews
Persona Development
Storyboarding
Journey Mapping
Usability Testing
Visual Design

Tools

Sketch
Adobe Illustrator
Adobe Photoshop
Figma
Principle
Pivotal Tracker

Development

HTML / CSS
Bootstrap
JavaScript / React
Git / GitHub
C++

EDUCATION

Systems Design Engineering

University of Waterloo
BASc Candidate
Graduation 2023

EXPERIENCE

Product Designer — Sprout at Work

Toronto ON, Sep - Dec 2019

- Successfully led the **end-to-end design process** for **5 mobile features** within the Sprout enterprise wellness app with 4 million users worldwide.
- **Increased number of users** connecting native health applications to Sprout's app from **64.2% to 75%** by addressing user painpoints and re-configuring part of the on-boarding experience.
- Collaborated in an **agile environment** to conduct user research, set requirements, wireframe and present new mobile features to product owners, senior designers and client success.
- **Re-designed a dashboard feature** with new insights into users' activity to increase in-app points earned daily by 5%.

UI/UX Designer — Royal Bank of Canada

Toronto ON, Jan - Apr 2019

- **Designed and implemented** a webpage for an internal innovation program using Sketch, HTML and CSS. Determined site information to display through user interviews. The solution **doubled signups** and became the 4th most visited internal page.
- Created **high-fidelity prototypes** in Sketch, **Figma** and **Principle** for three different products that addressed internal business issues across multiple bank departments.

Design Intern — Info-Tech Research Group

London ON, Jul - Aug 2018

- Formed a **design system** for the company's website in Sketch that increased development velocity.
- Designed branding, apparel graphics and scrum cards for the opening of a new company location.

Freelance Designer — dribbble.com/alexdales

2016 - Present

- Delivered **brand solutions to 100+ global clients** through logo design, lettering and illustrations while applying the iterative design process to guarantee customer satisfaction for every order.
- Managed commissions to meet deadlines, understand design requirements and build customer loyalty.

RECENT PROJECT

New Night — Mobile Android Application

Nov 2019 - Present

New Night is an app that **suggests venues for a night out in Toronto** based on user preferences. Took the app from concept, to a fully designed UI while considering user experience flows. Designed following **Google Material Design** and developed by a classmate utilizing Google's Places API.