Alex Dales

Product Designer & Engineering Student

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SKILLS

Methods

End-to-end Product Design
Wireframing
User Empathy
Usability Testing
User Interviews
Heuristic Evaluation
Interaction Design
Persona Development
Journey Mapping
Visual Design

Tools

Sketch
Adobe Creative Suite
Figma
Principle
Pivotal Tracker

Development

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

EDUCATION

Systems Design Engineering

University of Waterloo
BASc Candidate
Expected 2023

EXPERIENCE

Product Designer — Sprout at Work
Toronto, Sep – Dec 2019

Successfully led end-to-end design process for five mobile features for the Sprout enterprise wellness app used by 4 million users worldwide.

Collaborated in an agile environment to conduct user research, set requirements, wireframe and present new mobile features to product owners and senior designers.

Increased number of users connecting native health applications to Sprout's application from 64.2% to 75% by addressing user painpoints and appropriately reconfiguring the onboarding experince.

Completely re-defined a dashboard feature that provides improved insights into users' daily activity while driving more user engagement.

UI/UX Designer — Royal Bank of Canada
Toronto, Jan – Apr 2019

Design and implemented the website for an internal innovation program using Sketch, HTML and CSS. Through user interviews I determined the most engaging information to display, which lead to a solution that doubled signups and became the 4th most visited internal webpage.

Designed a web interface to help client advisors find potential career paths by assessing their skills.

Created a mobile interface for a transit app that provides users with data to improve their commute.

Design Intern — Info–Tech Research Group
London, Jul – Aug 2018

Created a front-end pattern library in Sketch that increased web development velocity.

Designed branding, apparel graphics and scrum cards for the opening of a new company location.

Freelance Designer — dribbble.com/alexdales
2016 – Present

Delivering 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.

Built a Twitter following of over 4000, while self-managing my commissions to meet deadlines and build client 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. I took the app from concept, to designing the entire UI while considering all user interactions. I designed it following Google Material Design and it was developed by a classmate utilizing Google's Places API.