

ALEX HOLDER

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MINISTER OF UX DESIGN AND AMBASSADOR OF FUN

I am an enthusiastic leader preaching the gospel of usability in the field of UX Design. I have run nation-wide experiential marketing campaigns and now that I am immersed in all things UX, it strikes me how closely related these two disciplines are; experiential marketing focuses on reaching the consumer whereas UX focuses on understanding the consumer using empathy. As a lifelong learner, I enjoy jumping into the deep end and am comfortable tackling new challenges and solving problems. I thrive in team settings and naturally build connections between people (and always have something fun up my sleeve).

Design ••••• Figma | Sketch | Invision | Photoshop | Lightroom
Collaboration ••••• Jira | Trello | Slack | Zoom
Styling ••••• Sass | SCSS
Languages ••••• Ruby on Rails | JavaScript | HTML | CSS
Libraries ••••• React | Bootstrap
Other Tools ••••• Sublime Text | Heroku | SQL | Git | GitHub

EXPERIENCE

EZ-Probate **Burlington, VT** **Jul 2020 – Aug 2020**

Probate and estate planning start-up offering digital, automated probate filing services.

User Experience Designer – Capstone Project, Burlington Code Academy

Blink **Montreal, QC** **March 2020 (10 days)**

Web app to relieve dry eye symptoms associated with too much screen time (<https://the-blink-app.herokuapp.com/>).

Developer – Final Project, Le Wagon Bootcamp

Built a web application with two teammates that features brain training with nudge methodology as well as real-time data collection. Used Ruby on Rails, JavaScript, CSS, Sass, HTML, and PostgreSQL.

- Primary responsibility was UX design and front-end development

Bijou For You **Montreal, QC** **Feb 2020 (5 days)**

Airbnb style marketplace prototype for jewelry rentals (<http://bijou-for-you.herokuapp.com/>).

Developer – Project, Le Wagon Bootcamp

Built a web application with two teammates using Ruby on Rails, CSS, Sass, HTML, and PostgreSQL.

- Primary responsibility was front end development

GMR Marketing **100% Travel** **2011 – 2019**

Full-service marketing agency that does sponsorship marketing, B2B marketing, experiential marketing, etc.

Senior Field Manager – Contract Employee

Worked on many campaigns in almost every U.S. state. Trained event staff, ran successful interviews with celebrity guests, and performed product demonstrations. During events, wore many hats including emcee, audio producer, interviewer, site builder, product specialist, photographer, truck driver, manager, and more. Fielded and managed many last-minute, audacious curve balls. Root beer keg in 5 minutes? Why not!

- Managed teams of up to 30 staff
- Role involved continuous client-facing communication as well as extensive footprint construction, digital asset management, and inventory tracking
- Clients included: Hershey's, Lowe's, Xfinity

Blue Buffalo **100% Travel** **Apr 2018 – Jun 2019**

#1-selling natural pet food for cats and dogs.

Mobile Tour Manager

EXPERIENCE (CONTINUED)

As a traveling product specialist for the event marketing department, educated thousands of consumers across the country about animal nutrition while suggesting products for their specific needs. Also fostered relationships with retailers while educating employees about the brand.

- #1 in direct-to-consumer sales
- Drove traffic to social media channels by producing high quality content with professional camera gear
- Streamlined marketing campaign by creating logistical efficiencies

Music Festivals

100% Travel

May 2010 – Aug 2012

Artist Relations – Freelance Contractor

Travelled the country working behind-the-scenes at major event, mostly music festivals; learned ins and outs of live-events industry from constant networking to transportation logistics to celebrity relations.

- Events included Coachella, Austin City Limits, Lollapalooza, Bonnaroo, and White House Easter Egg Roll

The Early Years

Mobile, AL

2001 – 2010

- Student Worker, Spring Hill College (2006 – 2010)
- Sales/Branch Manager, Vector Marketing (2008)
- Cook, Foosackly's (2005 – 2006)
- Landscaper, Laura Kay's Nursery (2003)

OTHER SKILLS

Career Skills • • • • • Leadership | Team-building | Sales | Logistics | Organizing Travel | Problem-Solving
Communication • • • • • Logic | Debate | Persuasion | Building Relationships | Active Listening | Connecting People
Creative • • • • • Sketching | Photography | Story-Telling | Ideation
Health • • • • • Hiking | Backpacking | Exercise **Music** • • • • • Guitar | Mandolin | Ukulele | Bass Guitar

EDUCATION, CERTIFICATIONS, AND COURSES

BS in Marketing

Spring Hill College, Mobile, AL

May 2010

Certifications

UI/UX Design Bootcamp • • • • • Burlington Code Academy • • • • Aug 2020 (expected)

Certified ScrumMaster • • • • • Scrum Alliance • • • • • Jul 2020

Google Analytics, Beginner | Google Tag Manager • • • • Google Analytics Academy • • • Jul 2020

Inbound | Growth-Driven Design • • • • • HubSpot Academy • • • • • Jul 2020

Full-Stack Web Development Bootcamp • • • • • Le Wagon • • • • • March 2020

Pre-Intermediate French Course • • • • • CLC Montreal, QC • • • • • 2019

Teaching English as a Foreign Language • • • • • International TEFL Academy • • Mar 2017

Courses

Emotional DesignInteraction Design Foundation 2020
Jira Essentials with Agile MindsetAtlassian University 2020
MindfulnessMonash University May 2020
PhotographyNew York Institute of Photography 2015
Music ProductionDubspot 2012 – 2013

COMMUNITY

Interaction Design Foundation	Member 2020 – Present
American Institute of Graphic Arts (AIGA)	Member 2020 – Present
ACM SIGCHI (Computer Human Interaction)	Member 2020 – Present
Appalachian Trail Conservancy	Member, Donor, and Hiker 2018 – Present
Mensa	Member 2017 – Present
Kilimanjaro Porters Assistance Program	Donor 2019