ALEX KAUFFMAN
UX/UI DESIGNER

Portfolio alex-kauffman.com
Linkedin in/alex-kauffman
Contact xanderkau13@gmail.com

EXPERIENCE

HOOK

Mid Designer ○ Jan 2024 - July 2024 ○ Ann Arbor, MI

Designed display ads, campaigns, and illustrations for various clients for the YouTube TV team.

Enhanced internal YouTube TV design ad templates by educating the team on new Figma features to boost production efficiency.

Helped contribute ideas to the DEI team to improve staffing quality.

Jr Designer ○ Nov 2021 - Dec 2023 ○ Ann Arbor, MI

Designed web layouts, display banners, email templates, animation storyboards, iconography, and illustrations for clients such as Color, YouTube, and Amazon.

As a Web Syndicate Coordinator, I helped educate the team on modern web trends to facilitate learning of new techniques.

INSTRUMENT

Design Intern ○ June - Aug 2021 ○ Portland, OR

Contributed UI design ideas, including new web designs for Google for Creators, Google GNI, and Google Sustainability within the Wizard team.

Collaborated with the Instrument intern team to develop a website for onboarding new interns.

PUNCHCUT

Visual Design Intern ○ June - Aug 2020 ○ San Francisco, CA

Enhanced the user experience of Amazon Jupiter Notebook by refining its UI design and creating new interactive features using Figma.

Collaborated with a copywriter to optimize website layout designs and create content for Visa webpages, supporting the project with visual design elements.

QUICKBASE

Visual Design Intern ○ June - Aug 2019 ○ Cambridge, MA

Updated the Quickbase web app with the new design system and helped define new patterns for enhancement.

Created illustrations and icons to support marketing and app design efforts.

WILLIAMS INTERNATIONAL

DevOps Engineering Intern ○ June - Aug 2018 ○ Pontiac, MI

Developed a web application using SQL, JavaScript, HTML, and CSS to help the sales team quickly identify orders needing immediate attention.

Enhanced web applications for better user experience and prepared them for deployment. Designed interfaces for large-screen video walls.

CURRENT PROJECTS

FIGMA PLUGIN

Developing a Figma plugin using Node.js and TypeScript that enables gradients to follow a pen path, allowing for more advanced design capabilities.

ABILITIES

SKILLS

UI Design	UX Design
Teamwork	Rapid Prototyping
Iconography	User Flows
Animation	Design Systems
Workshops	Visual Design
3D Design	Front End Dev
Wireframes	Accessibility

TOOLS & PROGRAMS

Figma	Principle
GitHub	Python
JavaScript	HTML/CSS
InDesign	Blender
SQL	Sketch
Photoshop	JIRA

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

New Media Design ○ BFA '21

Honors: Magma Cum Laude
GPA: 3.69/4 - Dean's List

ARTICLES

AdAge

DEAF CREATIVES — 6 WAYS AGENCIES CAN CREATE ACCESSIBLE AND INCLUSIVE ENVIRONMENTS

October 23, 2023