



## UX/UI DESIGNER

# ALEX KAUFFMAN

## ABOUT

**A UX/UI DESIGNER WITH A STRONG PASSION FOR CREATING MORE ACCESSIBLE DESIGN AND DESIGNING PRODUCT AT A GLOBAL SCALE**

## EDUCATION

### ROCHESTER INSTITUTE OF TECHNOLOGY

New Media Design [○](#) BFA May '21

Magma Cum Laude, Deans List  
GPA: 3.67/4

## ABILITIES

### TOOLS

Figma	Photoshop	Illustrator
Google Slides	Rive	Jira
Google Docs	GitHub	Sketch

### SKILLS

UI Design	Visual Design
User Flows	Rapid Prototyping
Teamwork	Workshops
Research	Ad Campaigning
Iconography	Front End Dev

### LANGUAGES

JavaScript	CSS	Python
HTML	SQL	SwiftUI

## PUBLISHED ARTICLES

**AdAge** [○](#) October 23, 2023

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

*By Alex Kauffman*

## CONTACT

### WEB

kauffman.studio

### EMAIL

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## EXPERIENCE

### HOOK

**Designer** [○](#) Jan 2023 - Present [○](#) Ann Arbor, MI

Worked on creating new product pages, illustrations, recreate Ux flows for motion, display ads, and motion storyboards.

Conduct workshops for teams through out the year, present ideas and concepts to improve the work stream.

**Jr Designer** [○](#) Nov 2021 - Jan 2023 [○](#) Ann Arbor, MI

Worked on creating display Banners, web Landing pages, email templates, experiential Assets, animation storyboards, iconography, and illustrations

*Google Bard, Color (Health), YouTube (YouTube Kids, Youtube Supervised Experience, Brandcast), Amazon Amp*

### INSTRUMENT

**Design Intern** [○](#) June - Aug 2021 [○](#) Portland, OR

Worked with the Wizard team creating new webpages, assets and ideas for various Google projects.

Instrument Intern project group had to create a new engaging intern webpage to help increase the number of interns applying to instrument.

*Google for Creators, Google GNI, Google Sustainability*

### PUNCHCUT

**Design Intern** [○](#) June - Aug 2020 [○](#) San Francisco, CA

Worked on creating UI assets to help improve the product with their new design system, explored Iconography, visual illustrations assets to help grow their product design system

*Amazon AWS, VISA*