



ALEX KAUFFMAN

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ROLE

UX/UI DESIGNER

Passionate for extracting insights from research and craft them into user friendly designs.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

New Media Design • BFA '21

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

ABILITIES

SKILLS

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

TOOLS & PROGRAMS

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

ARTICLES

AdAge

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

October 23, 2023

EXPERIENCE

HOOK

Mid Designer • Jan 2023 - July 2024 • Ann Arbor, MI

- Designer for YouTube team creating designs display ads systems, campaigns, and illustrations for various clients.
- Improved internal YouTube design systems by educating new Figma features to enhance team production efficiency.
- Helped contribute ideas to the DEI team to improve staffing quality.

Jr Designer • Nov 2021 - Jan 2023 • Ann Arbor, MI

- Created web designs, display banners, email templates, animation storyboards, iconography, and illustrations for various clients such as Color, YouTube, and Amazon teams.
- Lead workshops for teams throughout the year teaching them UX principles and introduced Figma features how it helps productivity.

INSTRUMENT

Design Intern • June - Aug 2021 • Portland, OR

- Worked with the Wizard team contributing UX/UI design ideas to new webpages, assets and ideas for Google for Creators, Google GNI, and Google Sustainability.
- Contributed and guided the Instrument intern team project creating a intern website for new intern comers.

PUNCHCUT

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

- Worked on improving UX design for Amazon Jupiter notebook in enhancing the user experience.
- Helped improve website design layouts for Visa webpages.

QUICKBASE

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

- Updated the Quickbase web app with their new design system and helped define new patterns for improvement.
- Created illustrations and icons to build upon their marketing and app designs

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 unfinished web applications to improve user experience and packaged them for deployment. Also, designed interfaces for large-screen video walls.