


ALEX KAUFFMAN

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 in/alex-kauffman

 (248) 515 - 6247

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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 - Present  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 experiance.
- 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.
- Helped define new parameters for UX team to familiarize design principles to improve the web app experience.
- Created illustrations and icons to build upon their marketing and app designs