

# ALEX KAUFFMAN

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## EXPERIENCE

### HOOK

Mid Designer • Jan 2023 - 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 - Jan 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 the Amazon Jupiter Notebook by improving its UX design.
- Assisted in improving website design layouts for Visa webpages.

### 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.

## CAREER OBJECTIVE

### PRODUCT DESIGNER

Passionate about crafting engaging and accessible products that seamlessly integrate design and code.

## 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
3D Design	Front End Dev
Wireframes	Accessibility

### TOOLS & PROGRAMS

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

## ARTICLES

### AdAge

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

October 23, 2023