





Alex Kauffman

Contact

-  alex-kauffman.com
-  in/alex-kauffman
-  github.com/Xander13
-  xanderkau13@gmail.com

Product Designer

Versatile Product Designer with experience in product design, web development, and digital marketing assets. Strong proficiency in Figma, JavaScript, SQL, and front-end technologies.

Passionate about improving user experiences and efficiency through design and development solutions.

Skills

Technical

UI Design • Brand Design • Visual Design
Prototyping • User Flows • Interaction Design
Motion Graphics • Front-End Development

Software

Figma • Sketch • Photoshop • After Effects
Rive • GitHub • JIRA • InDesign Principle

Soft

Communication • Teamwork • Design
Thinking • Problem Solving • Fast Learner

Languages

Python • SQL • HTML/CSS • Javascript

Education

Rochester Institute of Technology

BFA in New Media Design
Honors: Magna Cum Laude
GPA: 3.69/4.0 - Dean's List

RIT Fencing club - Foil Fencer

Interests

Areas I am passionate about working in

Design Systems & UI →
Scalable, intuitive experiences

Industrial Design & Robotics →
Blending digital & physical worlds

Accessibility & Leadership →
Inclusive, user-first innovation

Experience

Left Field Labs

Design Freelancer
Nov 2024 – Present

Designed rapid UI concepts for brand activation spaces, collaborating with 3D/AI designers and team leads to support client pitches.

Researched and implemented enhanced UI/UX patterns to optimize user interaction and improve web experiences.

Developed marketing assets, such as email templates and social media graphics, to drive campaign engagement.

Hook

Mid-Level Designer
Jan 2024 – July 2024

Designed web layouts, banners, email templates, and illustrations for major clients, including YouTube, Amazon, and Google.

Optimized YouTube TV projects by creating dynamic ad templates with advanced Figma features, streamlining production design workflows.

Hook

Jr-Level Designer
Nov 2021 – Dec 2023

Led Color projects with Figma as the primary design tool, facilitating collaboration across teams.

Designed websites, display ads, and social media assets, contributing to diverse campaign efforts.

Utilized InDesign and Photoshop to enhance and refine Figma assets for final output.

Supported the web syndicate by educating teams on modern web trends, helping streamline internal design processes.

Leadership

Mentoring

LinkedIn Design
Community Mentor

Mentored designers on career growth, job opportunities, and project development. Shared insights and resources to enhance workflow and boost confidence.

New Media Design Club

Portfolio Reviewer

Helped students refine their portfolios for clarity and impact. Provided structured feedback on design presentation and storytelling to enhance professional opportunities.

Internships

Instrument | Punchcut

Design Intern
Summer

Created UI/UX solutions for Google, Amazon, and Visa, focusing on visual storytelling and interactive prototyping. Developed scalable design systems and branding elements to enhance digital experiences.

Quickbase | Williams Int.

Product designer and DevOps
Summer

Improved software design workflows using JIRA and developed front-end solutions with Python, JavaScript, and HTML/CSS. Created detailed design specs in Sketch and Zeplin to streamline handoff between design and engineering teams.

Articles





AdAge

Oct 23rd, 2023
Alex Kauffman

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

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