



UX/UI DESIGNER

ALEX KAUFFMAN

ABOUT

ALEX IS A UX/UI DESIGNER WITH A PASSION FOR EXTRACTING INSIGHTS FROM RESEARCH AND CRAFT THEM INTO USER-FRIENDLY DESIGNS.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

New Media Design ○ BFA May '21

Magma Cum Laude, Deans List
GPA: 3.67/4

ABILITIES

TOOLS

Figma	Sketch	Illustrator
Principle	Rive	InDesign
GitHub	C4D	Photoshop

SKILLS

UI Design	Visual Design
User Flows	Rapid Prototyping
Teamwork	Workshops
Motion Design	Wireframes
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

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EXPERIENCE

HOOK

Mid 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