

# Alexandra Rohrer

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## PROFILE

I care about value-driven design that strives for positive social impact. Growing up in a multicultural home fostered my love of both travel and language learning, and if I'm not on Figma you can usually find me backpacking or kayaking in the Washington Wilderness. For more about me, visit the Hello page on [uxlex.com](http://uxlex.com)

## EDUCATION

University of Washington, Seattle  
2017-2021 | GPA: 3.93

B.S. | **Human Centered Design & Engineering**  
Minor | **Linguistics**

Nielson Norman Group, Vancouver  
August 2018 | ID 1025553

**UX Certificate with Interaction Design Concentration**

## SKILLS

**Proficient in:** Figma, Design Critique, Storyboarding, User Interviews, Usability Testing, Adobe CC, UI Design

**Working Knowledge of:** Sketch, InVision, User Journey Mapping, Comparative Analysis, Content Strategy, Python, HTML/CSS

## PUBLICATIONS

**Principles for Applying Augmented Reality in Manufacturing**

January 2019

Massachusetts Institute of Technology (MIT)  
Undergraduate Research  
Technology Conference

## EXPERIENCE

**Product Design Intern**, Intuit

Jun 2020 - Dec 2020

- Redesigned three areas of QuickBooks mobile web, increasing trial-to-sub conversion 3 percentage points and mobile web signup to retention 5.7 percentage points
- Championed mobile first design in cross functional conversations and weekly critiques

**UX Research & Design Intern**, Carnegie Mellon

University Human Computer Interaction Institute  
Jun 2019 - Sept 2019

- Developed onboarding sequence for Chrome extension *Fuse* based on self conducted user research and team feedback
- Composed and tested storyboards with users for prospective feature development
- Created inVision prototypes and participated in weekly design critiques

**Assistant Director of Public Relations**, The

Residential Programming Board

Sep 2018 - Present

- Managed social media, data analytics, and insight driven content development
- Led collaborative, reflective activities on the organization's values and used this data to build a brand guide from scratch, spearheading the organization's social media and PR rebrand

**Web Design Intern**, Pixels Graphic Design

Jun 2018 - Sept 2018

- Designed websites from scratch for businesses on the Monterey Peninsula
- Collaborated with customers to determine the best approach to meet business, client, and user needs