

Alexa Shippy

UX/UI DESIGNER



CONTACT ME

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alexashippy.com

SKILLS

User Research
User Stories & Personas
Journey Mapping
Wireframing
Prototyping
Visual Design
Human-Centered Design
Usability Testing
Brand Identity & Strategy

OTHER

Communication Specialist
Multitasking
Organized

TOOLS

Figma
InVision
Webflow
HTML
CSS
JavaScript
Sketch
GitHub
Terminal
Adobe (Creative Suite)

EDUCATION

Univ. of South Florida
BA in Communication
Class of 2018

Bloc

Apprentice in Web Design
09/2019-09/2020

IBM

Enterprise Design Thinking Practitioner
01/2020

I am a UX/ UI Designer currently in Portland and looking to go where the wind takes me. I have a frictionless approach to user experience and specialize in communication through visual design.

My philosophy is “less is more”, making user experiences more fluid and frictionless.

PROFESSIONAL EXPERIENCE

User Experience Designer - Techfleet - Current

Given an existing application concept, a problem of bus stops being overwhelmed with buses and riders being confused as to which one was theirs needed to be solved. With human-centered design in mind, a solution was created and coded.

Skills used: User survey/ Competitive analysis/ A/B Testing/ User stories/ Journey mapping/ wireframing/ prototyping.

Tools used: Figma/ Illustrator/ InVision/ HTML/ CSS/ Javascript/ Github

Stock'd Grocery Aide - Bloc Apprentice - Project

A list-making application that connects users to local grocery store to see current deals, out-of-stock items, and even route your list through the grocery store by aisle and shelf. Shopping experience problems such as overcrowding, forgetting items, and more were solved for with the creation of Stock'd.

Skills used: User survey/ Competitive analysis/ A/B Testing/ User stories/ Journey mapping/ wireframing/ prototyping/ brand refinement

Tools used: Figma/ Illustrator/ InVision/ Github/ Adobe CC Suite

Adamant Barbell Club: Web Design & Branding

Contracted December 2019-April 2020

Worked to create a clear brand identity by utilizing personas, mind mapping sessions, and stylescapes which turned into styleguides that keeps consistency within the brand.

Incorporated the brand identity through the responsive website.

MB Sling Shot: Graphic Design/ S.M. associate

October 2018-June 2019

Developed marketing campaign assets for new products and events. Worked on social media strategy for marketing purposes.

Professional Serving Staff

December 2010-December 2019

Provided friendly, personalized customer service with advanced wine knowledge to menu memorization. Utilized interpersonal communication and conflict resolution to foster professionalism in the work place.