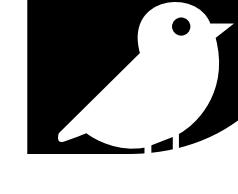




ALEX BIRD



(he/him)

I'm a digital native driven by new forms of technology, design, and content. I'm passionate about harnessing human creativity to discover & ship useful applications of new technologies.

EXPERIENCE

eko 2016 - 2022

Director, Digital Experiences 2021 - Present

- Manage design, dev, & production teams to innovate new experience formats through testing & iteration
- Direct product teams to discover, deliver, & optimize consumer apps across baby, pets, & toys verticals
- Oversee consumer product roadmap, processes, and P&L, reducing build times & costs by 30% to drive ROI

Product Lead 2020 - 2021

- Designed UX/UI, building frameworks to scale the delivery of humanized consumer shopping experiences
- Synthesized user research into product strategy, driving value for 10+ always-on consumer experiences across home, fashion, baby, auto, & pets verticals that generated over \$16M+ earned revenue
- Led cross-functional design, dev, & production teams to test & iterate new interactive experience formats & features that increased shopper conversion by 5X

Creative Lead 2019 - 2020

- Designed UX/UI, flows, wireframes, and prototypes for ecommerce applications of eko's tech
- Developed original concepts, producing interactive brand content and entertainment programming
- Defined best practices and guidelines for the creation of interactive video experiences

Creative Strategist 2018 - 2019

- Devised monetization strategies for interactive video content, generating \$10M+ media revenue
- Developed original concepts, producing interactive video content for various brand clients
- Designed visuals and authored copy for digital site content & brand campaigns

Manager, Brand Partnerships 2016 - 2018

- Developed integrated marketing campaigns for original programming, generating \$2M media revenue
- Analyzed interactive content performance, creating a benchmarking system rich with data-driven insights to inform creative strategies and best-practices

Brand Content Intern | Liquidthread (Starcom) 2016

- Developed creative for brand content and integrated marketing campaigns
- Synthesized strategic research and competitor audits into creative briefs
- Crafted RFP submissions, social copy, pitches and client presentations

Graphic Designer | Northwestern University 2015 - 2016

- Designed visual identities and graphics for all 8 shows in the 2015-2016 mainstage season
- Worked cross-functionally with creative and business teams to craft cohesive, cross-channel print and digital awareness campaigns

CONTACT

Portfolio: [bird.haus](#)

Email: alex@bird.haus

LinkedIn: [adabird](#)

Phone: 973.476.7995

SKILLS

UX design

Figma Adobe Remote ideation

User flow IA Systems design

Wireframe Prototype UI design

Product development

User research B2C Product strategy

Roadmap Spec Digital production

Data analysis Optimization

Creative direction

Brand strategy Concepting Decks

Content strategy Video production

Copywriting Art direction

EDUCATION

Northwestern University
B.A. Theatre, 2016
Honors in Directing