



ALEX BIRD (he/him)

I'm a digital native with a creative passion for new technologies that solve complex problems. I have 6+ years experience designing innovative consumer applications across various platforms and devices. I lead highly-collaborative & agile teams using design thinking methodologies, A/B testing strategies, and mockup/prototype development to support alignment toward shipping world-class user experiences.

EXPERIENCE

eko 2016 - 2022

Director, Digital Experiences August 2020 - Present

- Synthesize user research into product strategy, generating over \$16MM+ media revenue for 10+ always-on consumer experiences across home, fashion, baby, auto, & pets verticals
- Design UX/UI systems for large-scale interactive retail content used by millions of consumers
- Define frameworks to scale the delivery of humanized consumer shopping experiences
- Lead cross-functional innovation team of designers, devs, producers, & product managers to test & innovate new experience formats & features, upping shopper click-through-rates (CTR) 10X and conversion rates 5X industry standards
- Oversee consumer product roadmap, processes, and P&L, reducing build times & costs by 20%

Creative Lead & Strategist February 2018 - July 2020

- Designed UX/UI, flows, wireframes, & prototypes for innovative applications of interactive video
- Developed original interactive show concepts, producing entertainment and brand content
- Devised monetization strategies for interactive video content, generating \$10MM+ media revenue
- Established best practices and guidelines for the creation of interactive video experiences

Manager, Brand Partnerships August 2016 - January 2018

- Developed integrated marketing campaigns for original programming, generating \$2M media revenue
- Designed visuals and authored copy for site content & digital brand campaigns
- Analyzed interactive content performance, creating a data-driven benchmark system rich with insights to inform creative best-practices and content strategies

Founder | Birdhaus Creative September 2018 - Present

- Design UX/UI for consumer services, creating digital brands, products, and content
- Build user flows, wireframes, prototypes, UI, and tech specs required to ship new mobile/web apps
- Work with founders to define value prop, brand identity, content strategy, art direction, & tone of voice
- Lead agency teams to produce editorial content for social & digital brand campaigns

Brand Content Intern | Liquidthread (Starcom) January - April 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 June 2015 - May 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

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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
Bachelor of Arts, Theatre
Honors in Directing
Psychology Minor