

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

CONTACT

Portfolio: alexbird.design

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Phone: 973.476.7995

LinkedIn: adabird

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%

SKILLS

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

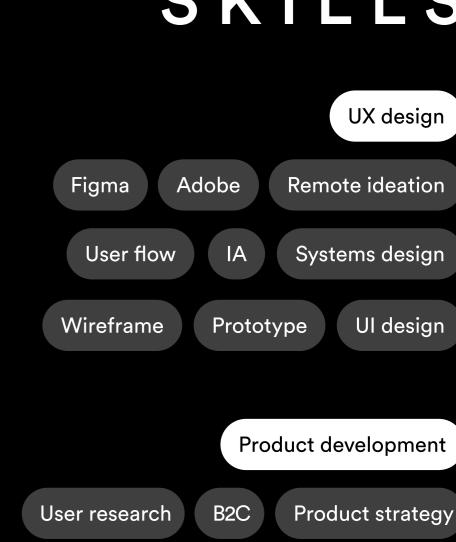
- Developed creative for brand content and integrated marketing campaigns
- Synthesized strategic research and competitor audits into creative briefs
- Crafted RFP submissions, social copy, pitches and client presentations

EDUCATION

Northwestern University
Bachelor of Arts, Theatre
Honors in Directing
Psychology Minor

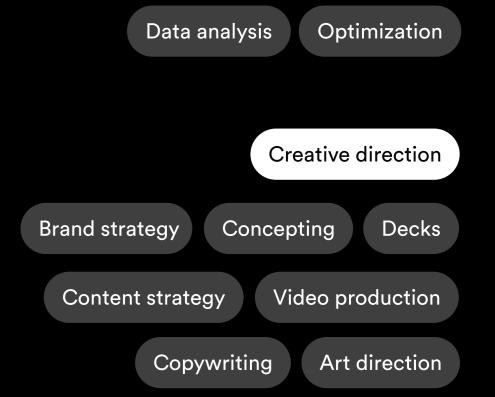
Graphic Designer | Northwestern University June 2015 - May 2016

- 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



Spec

Roadmap



Digital production