

Alex Hart

UX Designer & Product Manager

EXPERIENCE

Natural Resources Defense Council

Washington, DC
Jan. 2017 – Present

People For the American Way

Washington, DC
Dec. 2013 – Dec. 2016

Planned Parenthood Federation
of America

New York, NY
Feb. 2011 – Dec. 2013

Web Product Manager

Built NRDC.org's design system and symbol library.

Build and animate wireframes and prototypes for new site elements, microsites, and applications.

Use analytics and user testing to design and implement iterative UX improvements to NRDC's web properties.

Provide UX input in meetings with vendors and internal stakeholders.

Digital Content Manager

Led the redesign of PFAW.org and RightWingWatch.org, including user testing, wireframing, and QAing.

Trained and managed staff on Drupal and Wordpress, and enforced web editorial and design standards.

Oversaw digital projects including SEO strategy, server migrations, new donate forms, and ongoing user testing.

Digital Content Specialist

Performed user research for digital projects, including surveys, focus groups, and informational interviews

Responsible for all content on PlannedParenthood.org

EDUCATION

New York University

B.A., Journalism | May '11

General Assembly

UX Design (part-time) | Feb. '16

SKILLS

Advanced:

Sketch | Invision | Illustrator | Photoshop
Dreamweaver | Abstract | UXPin | Proto.io

Proficient:

AfterEffects | Design Studio | CSS |
GitHub | Google Analytics | HotJar

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