



# Alexa Kaminsky

UX Designer & Product Designer

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## Full Time Experience

Jan 2015  
to May 2016

### Booking.com - Insights

UX Designer

Sole UX designer for an internal CRM platform. Our team worked like a start up and took full ownership of our platform from concept to implementation. I spent 6 months researching, designing, implementing, and testing a tool to assist Account Managers efficiently plan their partner visits. I also designed an Android app so they could have access to the platform while on partner visits.

Mar 2014  
to Nov 2014

### Aereo

UX Designer / Front-End Developer

I designed and implemented an improved sign up flow through A/B testing, created landing pages that increased account sign ups, and created responsive email marketing campaigns through ExactTarget. I also worked closely with the CMO, director of product management, and creative team to wireframe concepts and develop the user flow for the next iteration of our platform. Unfortunately Aereo filed for Chapter 11 due to their legal battles, so our ideas never came to fruition.

Jun 2012  
to Mar 2014

### Pingg / Celebrations

UX Designer / Front-End Developer

I wireframed UI concepts, developed the user flows, and implemented the front-end in HAML, SASS, and LESS for three new products: Postal Pingg Greeting Card, Pingg Membership Program, and Social Greeting Card. Pingg was bought and merged with online content platform Celebrations.com. After the acquisition, we defined our new target audience and I was responsible for determining how the two were going to interact with each other and become one cohesive site.

## Education

Georgia Tech  
B.S Computational Media  
Graduated: May 2012  
GPA: 3.77 / 4.0

## Skills

### User-centered design

- wireframing
- prototyping
- personas
- interviews
- surveys
- flow diagrams
- user testing
- defining use cases

### Programming

- HTML
- CSS / SASS / LESS
- GIT
- Basic jQuery
- Basic UNIX

### Tools

- Balsamiq Mockups
- Invision App
- Keynote
- Sketch App
- OmniGraffle

## Freelance

- Suite1521
- Starry
- Inventaprint
- Jessica Lichtenstein
- Dr. Dana Stern
- Headwall Sports