

Alexa Kaminsky

I'm a design leader with 13 years of experience, specializing in defining and driving product design strategy, with a track record of shipping step-changes to the product that drive customer and business impact. Throughout my career, I've worked closely with design, product, engineering, marketing, and business partners to build internal tools, B2B services, and B2C products in startups, scaleups, and large tech companies.

Known for my socially and emotionally intelligent approach, I foster a supportive, collaborative, and strategic environment that empowers my team and celebrates their successes. By prioritizing clear direction, big-picture thinking, and actionable feedback, I ensure my team feels valued, trusted, and inspired to grow, resulting in consistently high project performance and team satisfaction.

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 [Portfolio](#)

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Bol.com

Utrecht, NL

experience

Director of Design

Nov '24 - Present

- Led our entire team of 55 product designers and researchers in the consumer, partner, advertising, and logistics domains.
- Initiated and drove 7 design initiatives that aligned with company objectives and influenced future product strategy.
- Defined design's value proposition as a strategic function in the company and develop a strategy to bridge gaps.
- Defined the product design craft competencies to provide the company with clear expectations for its product designers.

Head of Product Design - Logistics

Dec '23 - Oct '24

- Led a design team of 12 product designers spanning 4 product areas and supporting 20 product teams.
- Facilitated our product vision and strategy with product leaders for our 300-person product and engineering department.
- Set expectations and educated our area on the value of product design during a transition to the product operating model.
- Led a workgroup which aimed to foster community for our 55 person design team.

Flexport

Amsterdam, NL

Design Manager - Customs

May '22 - Nov '23

- Managed 3 product designers and 1 UX researcher supporting 100 engineers across multiple teams and EU/US time zones.
- Led the creation and implementation of a UX strategy for a product to increase automation and reduce cost to serve.
- Managed the Trust Busters program, shipping small enhancements to increase user confidence and productivity.
- Created processes to streamline the UX team’s work with 100 engineers across the US West Coast and EU.

Senior Product Designer - Customs

April '21 - April '22

- Designed end-to-end workflows and collaborated with the operational leaders to reduce our internal users' cost to serve.
- Delivered UX strategy documents, wireframes, high fidelity prototypes, and user interfaces leveraging our design system.
- Developed discovery research plans, ran studies, and delivered thorough reports with designed recommendations.
- Implemented a quarterly CSAT survey and “super user group” to build a repository of qualitative data.

Booking.com

Amsterdam, NL

Lead Designer - Partner Vacation Rentals

May '19 - March '21

- Coached 6-8 designers on their craft, developed IDPs with their managers, and participated in performance calibrations.
- Partnered with product and tech leaders on strategic initiatives through challenging and ambiguous situations.
- Set the design strategy for multiple initiatives which guided the designers to create high quality end to end experiences.
- Facilitated design critiques, workshops, and retrospectives across multiple teams to enable more effective collaboration.
- Fostered a 25 person cross functional UX community to collaborate, support, and learn from each other.

Senior Designer - Families & Localiz(s)ation

June '17 - May '19

- Designed holistic solutions across our customer and partner platforms to enhance the booking experience for families.
- Created, visualized, and managed the product strategy and execution roadmap for a project with many stakeholders.
- Planned and conducted moderated and unmoderated user research via remote and in person sessions.
- Gathered quantitive data through google analytics, running A/B tests, and querying our databases.

UX Designer - Internal tools

Jan '15 - June '17

- Designed featured for our internal CRM tool which enabled our local offices to prioritize their accounts.
- Designed and coded (using a templating language, HTML, and CSS) my solutions for multi-platform web use.
- Used an iterative data-driven approach of A/B testing to measure the impact of my solutions on our customers.

Aereo

New York, USA

UX Designer / Front-End Developer

Mar '14 - Nov '14

- Designed and implemented an improved sign up flow and landing pages to increase account sign ups through A/B testing.
- Created responsive email marketing campaigns through ExactTarget.

Pingg / Celebrations

New York, USA

UX Designer / Front-End Developer

Jun '12 - Mar '14

- Wireframed UI concepts, developed user flows, and implemented them in HAML, SASS, and LESS.
- Remotely worked with the development team, based in Toronto, and connected them with the product team in New York.

Education

Atlanta, USA

Georgia Institute of Technology

Aug '08 - May '12

B.S Computational Media — 3.77/4.0