Alexa Kaminsky
Lead Product Designer

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Flexport
Amsterdam, NL

Design Manager
May '22 - Present

- Managed a team of 2 Senior Product Designers and a Senior UX Researcher.
- Coached my team and provided hands-on design direction when neeeded to produce high qualty user centered solutions
- Partner with business, product, and engineering leads to drive product strategy and operational improvements.
- Built a healthy, collaborative and inclusive culture across the UX organization which spanned the US, EU, and China.
- Introduced design reviews and office hours to improve collaboration between engineering and UX.

Senior Product Designer
April '21 - April '22

- Created a UX vision that conceptualized solutions based on identified user opportunities to inform our product strategy.
- Designed end-to-end workflows and collaborated with the business to reduce our internal users' cost to serve.
- Delivered UX strategy documents, wireframes, high fidelity prototypes, and user interfaces leveraging our design system.
- Developed research plans, ran research studies, and delivered thorough reports with recommendations.
- Implemented a quarterly CSAT survey and "super user group" to build a repository of qualitative data.

Booking.com
Amsterdam, NL

Lead Designer
May '19 - March '21

- Set the design strategy for multiple initiatives which guided the designers to create high quality end to end experiences.
- Partnered with product and tech leaders on strategic initiatives through challenging and ambiguous situations.
- Led a cross functional UX team to create an MVP in 10 weeks to help our partners gain stable revenue during COVID.
- Coached 6-8 designers on their craft, developed IDPs with their managers, and participated in performance calibrations.
- 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
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.
- Managed relationships with stakeholders and increased awareness of the problem to the product and tech communities.

UX Designer
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 City, 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 City, 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