Alexa Kaminsky
Lead Product Designer

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Booking.com

Lead Designer
May '19 - now

Fostered a design community that inspires and elevates the team's ability to work.

Used my positive communication style to bridge gaps between people, teams, and organizations that were challenging.

Coached and mentored multiple designers by providing feedback on their craft, career development, and personal growth.

Influenced while empowering the designers by providing them support, motivating them, and trusting them with their tasks.

Championed the user's needs and pushed product & UX direction forward through challenging ambiguous situations.

Collaborated closely with the Group Product Manager and Manager of Software Development on high level initiatives.

Senior Designer
Dec '17 - May '19

Designed a holistic solution multiple products to solve a problem for our customers, accommodation partners, and business.

Visualized, strategized, and created the product strategy and execution roadmap.

Planned and conducted moderated and unmoderated user research.

Gathered quantitive data through google analytics, A/B tests, and querying our databases.

Managed relationships with stakeholders and increased awareness of the problem to the product and tech communities.

Documented our learnings and decisions so that we could easily onboard new team members.

UX Designer
Jan '15 - Dec '17

Improved the customer's experience when choosing and booking a resort.

Built an internal CRM tool to help our local offices prioritze their accounts.

Conducted customer and accommodation user research via remote and in person moderated tests.

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

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

UX Designer / Front-End Developer
Jun '12 - Mar '14

Wireframed UI concepts, developed user flows, and implemented them in HAML, SASS, and LESS.