# Alexa Kaminsky
## Lead Product Designer

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## Booking.com

### Lead Designer
May '19  - now

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

Led design initiatives that overlapped with multiple teams in different areas of the company with different objectives.

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

Defined, facilitated, and implemented product and design processes within the teams to be more user focused.

Championed the user's needs through challenging and ambiguous situations which resulted in well designed solutions.

Collaborated closely with the Group Product Manager and Manager of Software Development on strategic 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.

Remotely worked with the development team, based in Toronto, and connected them with the product team in New York.

## Education

### Georgia Institute of Technology
Aug '08 - May '12

B.S Computational Media — 3.77/4.0