Alexa Kaminsky

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FULL TIME WORK EXPERIENCE

Aereo - Front End Developer
MARCH 2014 - PRESENT   AEREO.COM   NEW YORK, NY

Created various landing pages that were used to drive users to sign up for our service.

Worked with the art directors, copywriters, and graphic designers, to ensure their vision was properly exectued.

Coded responsive marketing emails delivered through ExactTarget.

Researched and designed an improved sign up flow for the negative option billing model to increase the conversion rate on accounts created.

Wireframed concepts and developed the user flow for the next iteration of our service.

Celebrations - UX Designer & Front End Developer
JUNE 2013 - MARCH 2014   CELEBRATIONS.COM   NEW YORK, NY

Researched and defined our new target audience via interviews and surveys.

Figured out how pingg.com and celebrations.com were going to interact with each other and their initial integrations points.

Developed the user flow and page structure of all new and existing pages.

Acted as the technical liaison between the marketing team in NY, the PHP dev team in Florida, and the Ruby dev team in Toronto.

Brainstormed interesting and experimental ideas to excite users for the new site.

Styled the front end to embody the new branding in HTML, HAML & LESS.

pingg - UX Designer & Front End Developer
JUNE 2012 - JUNE 2013   PINGG.COM   NEW YORK, NY   ACQUIRED BY 1800FLOWERS

Wireframed new UI concepts that simplified and enhanced pingg's experience.

Developed the user flow and page structure for three new products:
Postal pingg Greeting Card, pingg Membership Program, Social Greeting Card.

Coded the front end of the website in HAML, HTML, SASS, & LESS.

Acted as the liaison between the marketing team in NY and the dev team in Toronto.

Worked closely with the designer to design the look of various site elements.

Contributed ideas on how to market pingg and increase usage.

FREELANCE

SUITE1521 - UX Designer, Information Architect, Front End Developer
JAN 2013 - NOV 2013   SUITE1521.COM

Met with the clients to establish their wants and needs for the site.

Developed the information architecture for both the member, nonmember and administrator facets of the site.

Created wireframes in Balsamiq for each page from the sitemap.

Applied the designs from the design agency to the site using HAML and SASS.

Continuously met with the clients to review the site and receive feedback.

EDUCATION

Georgia Institute of Technology
AUG 2008 - JUNE 2012   ATLANTA, GA

B.S Computational Media
GPA 3.77/4.0

University College London
AUG 2010 - DEC 2010   LONDON, UK

Semester Abroad

SKILLS

Programming Languages
HTML, HAML, CSS, LESS, SASS, GIT, Basic UNIX, jQuery

Applications & Tools
Balsamiq, Omnigraffle, Invision, Photoshop, Illustrator, Sublime 2, ExactTarget, Google Analytics, iTerm, Bugrocket, Optimizely, Litmus

Concepts
Interface and Interaction Design, Rapid Prototyping, Wireframing, Personas, Flow Diagrams, Defining Use Cases & User Flows, Information Architecture, Responsive Design, SEO, Responsive Emails

SIDE PROJECTS

yupmate.com
An idea for a roommate matching website. Instead of matching a person to someone who needs to sublet a room, people would be able to find a roommate first and then look for housing on their own. I wireframed and went through key user flows and pages. Started developing yupmate to MVP with one of the developers I worked with at pingg. We brought it to our bosses at the time and they loved the idea but we decided to keep it as a side project for now.