

ALEX TOV

UX Designer

Portfolio

alexto.com

Contact

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- 415.994.9888
- San Francisco Bay Area

Education

B.S. Human Computer Interaction

University of California,
San Diego (2020)

Skills

Research

Design Thinking
User Research
Need Finding
Storyboarding
Competitive
Analysis
Usability Testing

Design

Design
Systems
Info Arch
Wireframing
Mockups
Prototyping

Tools

Applications

Figma	Microsoft
Maze.co	Office
Typeform	Google Suite
Squarespace	GitHub

Programming & Frameworks

HTML/CSS	React.js
JavaScript	Sass
Lua	Tailwind CSS

Experience

UI/UX Designer

Artist Crowdfund Exchange

August 2021 – October 2022

- Established our design process and design system, which boosted design and development efficiency, solidified brand identity, and increased consistency throughout the app.
- Led design and prototyping sessions to enhance alignment with developers, notably reducing shipment times for projects and features.
- Guided monthly UX-focused feature backlog prioritizations to strike a balance between company goals and user needs.
- Designed and launched 3 major features (Onboarding, Events, Profiles), accounting for majority of the app's screens at release. The Profiles feature alone increased DAU by 12% in its first week by presenting users with enhanced profile personalization options.
- Collaborated with company founders to create pitch decks for prospective stakeholders and seed fundraising.

UI/UX Designer

Alike

March 2021 – August 2021

- Worked directly with the CEO to conceptualize and design features to drive product growth and user engagement.
- Converted static mockup screens into interactive prototypes to better help developers visualize app features and functionality.
- Increased user conversion rate from 20% to 65% by identifying and solving a critical issue with our onboarding flow which had deterred users from signing up.

UI/UX Designer

Hon-Media

September 2020 – July 2021

- Spearheaded the company's blog website development by implementing an iterative design process.
- Organized and guided design critique sessions with project managers and software developers to showcase usability flows and features.
- Ensured the web & mobile responsiveness and styling of the blog site by utilizing Tailwind CSS to edit properties of our React components in our front-end code.