Alex Tov

UX Designer

Portfolio

alextov.com

Contact

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- (510) 859-7723
- San Francisco Bay Area

Education

B.S. Human Computer Interaction (HCI)

UCSD, 2020

Skills

Research

Design Thinking	Storyboarding
User Research	Competitive Analysis
Need Finding	
Usability Testing	

Design

Design Systems	Prototyping
Information Architecture	Mockups
	Wireframing

Tools

Applications

Figma	Webflow
Maze.co	Squarespace
Typeform	GitHub

Languages / Frameworks

HTML/CSS	React.js
JavaScript	Sass
Lua	Tailwind CSS

Experience

UX Designer @VEU Enterlink   May 2024 – Current

- Established the company's design process and design system, streamlining consistent design and development across our websites and web apps.
- Designed Enterlink, a platform for creating, managing, and discovering online events and communities.
- Conducted a pilot study to assess product-market fit, increasing engagement by incorporating "personality type" themed questions.
- Work closely with cross-functional teams and facilitate design hand-offs in meetings to ensure user needs and technical constraints are met.
- Research and design solutions for features in our backlog by conducting competitive analysis, creating high-fidelity mockups, and user testing interactive prototypes.

UX Designer – Contract @Geoffrey   Oct 2024 – Dec 2024

- Built and documented our component library and style guide, based on initial mocks.
- Updated our initial mocks into organized, functional prototypes with increased consistency throughout user flows by utilizing reusable components and variants.

UI/UX Designer @Artist Crowdfund Exchange   Aug 2021 – Oct 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 personalization options.
- Collaborated with company founders to create pitch decks for prospective stakeholders and seed fundraising.

UI/UX Designer @Alike   Mar 2021 – Aug 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   Sep 2020 – Jul 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.