Alexandria Goree

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Summary

New York City-based freelance product designer specializing in UI, UX, and illustration.

Clients have included Google, Interbrand, Yodle, Everyday Health, Digiday, Mamamia, Hudson Gray, and Brainiad.

Education

BA in Fine Arts & Communication / Graphic Design concentration

University of Pennsylvania 2012

CONTINUING EDUCATION:

Getting Started with JavaScript, HTML5, CSS3, and jQuery / Intro to Information Architecture / Interaction Design & Strategy

School of Visual Arts

UX Design II

New York University

Skills

Web & mobile	Illustration
Responsive	Photo retouching
Wireframing	Sketch
User-testing	InVision
Prototyping	Photoshop
Art direction	Illustrator
Branding	InDesign
Email design	HTML5/CSS3
Graphics	jQuery

Experience

Contract Visual Designer
GOOGLE / 6.2017 – 6.2018

- Art directed and designed illustrations, data visualizations, and web layout for articles on ThinkwithGoogle.com, a resource for marketers on Google data and B2B insights

- Designed and prototyped UI for new data collection feature that allows users to examine data points within an article to download and share

- Streamlined editorial design process during transition from agency to in-house in collaboration with marketers, editors, project managers, and web producers

Freelance Product Designer
EVERYDAY HEALTH / 10.2016 – 3.2017

- Developed UI, UX, illustration, and visual branding for personalized pregnancy and parenting website and app What to Expect. Created wireframes, site maps and prototypes in InVision and performed user-testing to validate design thinking

- Helped launch two new iOS features: native view of iOS articles and search within app. Other projects were web community forum, iOS app landing screens, articles for iOS and Android apps, and registration flow for iOS app and email newsletter

Freelance UX/UI Designer
INTERBRAND / 6.2016 – 7.2017

- Created wireframes and mocksups for web design of hospital system Dignity Health. UI mockups included main website, templates for regional and hospital sites, informational pages about history and leadership, articles and editorial content, and classes and events

- Improved patient UX with new features, such as Find a Doctor tool and an upgraded billing experience

Freelance Visual Designer
YODLE / 3.2016 – 6.2016

- Designed UI for marketing software including a multi-step email builder tool and contact page in collaboration with UX and engineering teams

- Responsible for illustrations, art direction, concept sketches, and layout design for emails and marketing material

- Designed email campaign that exceeded lead generation goals with 161 new leads in one day and a 37.1% open rate, 3.5% CTR, and 0.2% unsubscribe rate