



alexis britt

senior visual + interactive designer

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## Experience

### Coupa Software

February 2017 - Present

#### Senior Visual + Interactive Designer

- Implementing cross-functional design operations and brand systems globally
- Developing the design strategy and execution for global brand initiatives and events
- Lead role in art direction and production for numerous campaigns including national TV ads, digital User experiences, and account-based strategies
- Managing internal + contract designers in addition to collaborating with outside creative agencies, suppliers and third-party vendors

#### Visual + Interactive Designer

- Developed design solutions for revenue marketing strategies and business goals for demand generation, product, partner and customer marketing using data-driven insights in partnership with operations

### Intel

January 2016 - December 2017

#### Interaction Designer

- Designed, developed, tested and refined prototypes through User testing protocols + agile working models & processes
- Curated sitemaps, User task flows, personas, content and feature strategies + iOS/Android interaction models
- Partnered with multidisciplinary teams + product owners to understand and deliver direct business objectives

### Various Clientele

June 2012 - Present

#### Freelance Designer

- Execute design deliverables for various Clients within time sensitive delivery schedules
- Consistently communicate and remain open to feedback from Client
- Focus on asset creation, brand identity and development, responsive web and UX design

## Education

### Academy of Art University

June 2016

#### BFA, Web Design & New Media

- Worked on many collaborative and solo briefs for modules that focused on variety of design skills including art direction, interaction design, graphic design, typography, web development, User experience, and motion graphics.

#### Awards

Academy of Art WNM Spring Show Various Projects, 2012 & 2014  
Academy of Art WNM Summer Showcase Portfolio, 2013

## Tools

### Design

Adobe Illustrator,  
InDesign, Photoshop,  
After Effects

### Prototype

InVision, Adobe XD,  
Sketch, Figma

### Development

HTML, CSS, Sublime,  
Github, Wordpress,  
Drupal