

# ALEX PANDEL

## UX Designer & Product Strategist

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## SKILLS

### Highly skilled in:

UX & interaction design // UX research & usability testing // visual & UI design // brand & identity design // Adobe Creative Suite // HTML & CSS // product management & strategy // project & stakeholder management // business development & entrepreneurship // writing // public speaking // translating jargon into human-speak.

### Actively learning:

JavaScript & JQuery // Ruby on Rails // Git & Github // Spanish & Italian languages.

## EDUCATION

### 2013 // General Assembly

Front-End Web Development Course

- 10-week course in HTML, CSS & JavaScript

### 2009 // Roski School of Fine Arts, University of Southern California

B.A. in Studio Art (Graphic Design);  
Minor in American Studies

- Graduated Magna Cum Laude

## AWARDS

### 2013 // Knight News Challenge, OpenGov round

- won \$220k seed funding for Civic Insight

### 2005 // USC Trustee Scholarship

- Full-tuition academic scholarship

References available upon request

## EXPERIENCE

### CIVIC INSIGHT // Co-Founder & Chief Product Officer

Nov 2012-present // San Francisco, CA

Building an award-winning digital service for city government & residents from the ground up. Responsibilities include:

- Product design & management: owning the product from initial needs-finding research, UX & UI design, and usability testing, through ongoing product management & iteration.
- Business development: cultivating & managing strategic partnerships; sales & customer management; marketing & PR, including features in Time, PBS NewsHour & Fast Company.

### CODE FOR AMERICA // Fellow (Design & Project Lead)

Jan-Nov 2012 // San Francisco, CA

Partnered with the City of New Orleans to use modern design & technology practices to make City Hall more efficient, transparent, and participatory.

- Served as lead designer and overall project lead on the acclaimed BlightStatus app. Led initial needs-finding research, designed the app, conducted usability testing & feedback sessions, and coordinated the app's public launch.
- Successfully managed relationships with & expectations of a diverse range of stakeholders, including both low-tech & tech-savvy residents, elected officials and city administrators.

### ALEX PANDEL DESIGN // Freelance Designer

2008-2011 // Los Angeles, CA & New York, NY

Worked both independently and through two design agencies, TalentPool Design (LA) and Glow Interactive (NYC), on freelance print, web, and app design projects, including:

- Print campaign for The Future Project, a non-profit aiming to change the face of public education.
- UI design for iPaintTunes, an integrative music and drawing iPad app for kids.
- Web design for several new products being introduced by Avon, the global beauty giant.

### BOOM KAT DANCE // Design & Marketing Director

2006-2010 // Los Angeles, CA

- Single-handedly conceived, executed, and managed the visual brand of an emerging dance company, including designing all logos, merchandise, print collateral, and web presence.
- Worked collaboratively with the Artistic Director and publicist to build successful marketing campaigns for each production and for the company as a whole, helping the company sell out every performance for a six-week run; receive multiple LA Times mentions; and eventually receive two Ovation Award nominations for our work.