Alex Starnes

product designer. photography enthusiast. problem solver.

Experience

The Boeing Company

● **Lead Product Designer - NDA Project**   July 2019 - Current

- Lead team of 3 in delivery of user-centered software designs that leveraged data analytics to increase executive awareness

- Develop an application style guide and component library to establish product consistency across design team and application

- Create high-fidelity prototypes using HTML/CSS/Javascript in order to communicate interaction designs to software engineers

- Advance the growth of user-centered design practices through teaching its value to stakeholders and end users, and mentoring junior designers

● **Product Designer - Analytics Team**   Jan 2019 - July 2019

- Designed two applications that deliver machine learning and prescriptive analytics capabilities to 30+ users in the manufacturing, supply chain and engineering functions

- Implemented designs through front-end development of MaterialUI + ReactJS/NodeJS based applications

● **Product Manager - Innovation Team**   July 2018 - Jan 2019

- Implemented a business model to establish an IT Incubator including personas, a lean hypothesis and measurable objectives

- Coordinated with senior IT and site leadership to execute logistics of the IT Incubator such as negotiating physical lab location, layout planning and lab equipment procurement

● **VR Designer - Innovation Team**   Jan 2018 - July 2018

- Designed 6 virtual reality experiences that analyzed ergonomic impacts and decreased cost and cycle time of physical prototypes

- Built a sustainable and repeatable process for the intake and completion of Virtual Reality projects within the Innovation Team

UX Methods

Heuristic Evaluation

Journey Mapping

Persona Creation

User Research/Testing

Wireframing/Prototyping

Prototyping Tools

Sketch

Figma

InVision Cloud

HTML/CSS/JS

Human Skills

End User Empathy

Executive Communication

Workshop Facilitation

Strategic Decision Making

Education

Design Thinking Cert.

Systems Engineering Cert.

B.S. Computer Engineering

Awards & Activities

Fulbright Scholar

ITCFP High Flyer

Lean UX Bootcamp Facilitator

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