

Alex Starnes

product designer. experience enthusiast. problem solver.

Experience

The Boeing Company

● **Product Designer - Coded Project (NDA)** July 2019 - Current

- Deliver end-to-end user-centered software designs by applying design thinking principles to a complex problem space
- Create high-fidelity prototypes using HTML/CSS/Javascript in order to communicate interaction designs to software engineers
- Develop an application style guide and component library to establish product consistency throughout the application
- 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
Adobe XD
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
Design Bootcamp Facilitator