

# Alexander 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 Innovation Cell including personas, a lean hypothesis and measurable objectives
- Coordinated with senior IT and site leadership to execute logistics of the IT Innovation Cell such as identifying potential 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 Cell

## UX Methods

User Research/Testing  
Persona Creation  
Journey Mapping  
Heuristic Evaluation  
Wireframing

## Prototyping Tools

Sketch  
Adobe XD  
InVision Cloud  
HTML/CSS/JS

## Human Skills

Workshop Facilitation  
Executive Communication  
End User Empathy  
Strategic Decision Making

## Education

Design Thinking Cert.  
Systems Engineering Cert.  
B.S. Computer Engineering

## Awards & Activities

Fulbright Scholar  
ITCFP High Flyer  
Design Bootcamp Facilitator