Alexander J. Powell

alpowell94@gmail.com
(630) 808-8080

Innovative Visual & Experience Designer with an in-depth understanding of design principles & a scalable approach to product design & development. Possessing a keen eye for modern design, an emphasis on concise communication & collaboration, and a bulletproof philosophy of continuous, iterative evolution from a professional and product standpoint.

SKILLSET

User Experience & Design
- User-Centered Design, User Personas, User Flows, Usability Testing, Journey/Process Mapping, Competitor Analysis, Wireframing, Information Architecture, Atomic Design, Responsive Web Design, Prototyping, Interaction Design, UI Grids & Composition, Design Systems

Tools & Technology
- Figma, Invision, Adobe Photoshop, Miro, VS Code, Visio, Github, HTML5, CSS3, Javascript, Object-Oriented Programming, System Integrations

EMPLOYMENT EXPERIENCE

West Monroe Partners, Chicago, IL   March 2019 – June 2022
Senior/Experienced Consultant
- Collaborate with business analysts, designers, product managers, and developers to discover and solution design business requirements & user needs
- Leverage server and client-side development to enable capabilities for end-user through iterative-based approach & implementing stakeholder feedback
- Design and develop business requirements through a user-centric lens via Lightning Web Components and Lightning Design System
- Serve as the lead developer on several projects – mentoring & managing junior developers and interns

VelocityEHS, Chicago, IL   February 2018 – February 2019
Junior Salesforce.com Developer
- Worked alongside manager and senior developers to translate business requirements into code-based solutions utilizing Visualforce and Apex
- Presented solutions through weekly code reviews to ensure alignment with coding standards and business requirements
- Leveraged Lightning Design System to design and develop intuitive interfaces that guide the intended user through their respective workstream to fulfill business needs

Capstone Project   August 2017 – December 2017
Salesforce Implementation
- Collaborated with Tippie School of Business to address key pain points within the current Alumni survey process and translate them into future-state user requirements
- Redesign the Tippie Alumni survey process to fulfill KPIs of increased survey turnout and strengthening the relationship between alumni and undergraduate students
- Collaborated with team members to translate user requirements into custom solution leveraging Email Templates, Workflows, Surveys, and Reports via Salesforce

EDUCATION

University of Minnesota   December 2020 – June 2021
- User Experience and User Interface Design Certification

The University of Iowa   August 2013 – December 2017
- B.B.A Information Systems, Tippie School of Business
- Writing Certificate

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PROJECT DESIGN EXPERIENCE

Asurion Auto   November 2021 – June 2022

Business Analyst/Experience Designer

- Owned the design & development of multiple workstreams and features prioritized by Asurion Auto
- Leveraging the Design System of Asurion, restyled the visual experience and re-framed the language of native Salesforce features to maintain a consistent visual brand identity and streamline the user-experience for customers of Asurion across their platform
- Wrote, designed, and implemented value proposition infographic within Appointment Assistant flow to enhance visual styling of the feature and provide illustrate the value of Asurion Auto as customers book services

Asurion Health   November 2020 – November 2021

Product Designer

- Led weekly design club meetings to determine feasibility of design decisions with development team and fulfillment of user & business requirements with the operations team
- Rapidly created mockups and clickable prototypes to support demo experiences presented to potential clients to showcase the aspirational experience of the product and its ability to fulfill requested capabilities
- Helped build out the Asurion Health Design System so the product could be built out in a scalable and efficient manner. Leveraged Figma to create component instances that could be utilized when building out new features or rapidly prototyping a demo experience for potential clients
- Owned the design workstream for the appointment notification feature. Determined the cadence and interaction pattern of the notifications to increase appointment turnout and engagement with the product.

Blackboard

Product Designer   February 2021 – August 2021

- Leveraging personas, storyboarding, and articulate user-stories, established an understanding for the Salesforce end-user's daily workstream, the business tasks they aim to fulfill, and the pain points they face as they run through the business processes tied to their daily work
- Used Lightning Design System in designing web pages to fulfill user stories, optimize business processes, and ensure visual and experiential consistency across the entire Salesforce platform
- Re-designed features to be mobile-responsive to ensure users could fulfill work tasks on the go