

Alex Peters
612.991.4880
info@alexpeters.design
alexpeters.design

Experience

Head of Design
SportsHi
Brooklyn, NY
May 2017 - Present

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SportsHi is a social platform for high school sports focusing on communication, college connections, and content.

As Head of Design and first employee at SportsHi, I lead all product design decisions from ideation to launch. Experienced in shipping products and working with front and backend developers. Lead a small in-house design team. Played an integral role in securing funding various investors and angel groups.

Lead all aspects of design, including brand, UI/UX of iOS and Android app, website, pitch decks, and all other digital/print materials.

Created, implemented, and maintained a cross-platform design system.

Designed and implemented MVP with remote team and oversaw engineering progress before working directly with in-house engineering team to build out future versions of the app.

Created all sketches, wireframes, animations, motion/interactions, and hi/low-fidelity prototypes to communicate user flows and interactions to engineers. Lead user tests and focus groups.

Lead engineering methodology based on Agile Scrum and Kanban as project manager/ scrum master. Strategize growth and development for app buildout, iterations, and major refactors.

Managed CRM implementation and campaigns across email, push, and SMS.

Designer
Humankind Studio
Washington, DC
Feb. 2016 - May 2017

Lead all digital projects involving UI/UX on web-based platforms. Worked in print and web materials, signage, packaging, and branding from conception to handoff.

Assisted in rebrand of studio with founder and lead creation of our website and social channels.

Strategy, creative conception, pitching, client and project management, print buying, marketing and social media collateral, forecasting, and production.

Clients included multinational corporations, NGOs, nonprofits, museums, boutique firms, local businesses, and startups, including: National Geographic Kids and Smithsonian National Museum of American History.

Education

The George Washington University
Columbian College of Arts & Sciences
B.A. in Organizational Sciences

Washington, DC
Class of 2017

Skills

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|--------------------|----------|---------------|------------|
| User Research | Sketch | After Effects | HTML |
| Usability Testing | InVision | Illustrator | CSS |
| Wireframing | Zeplin | Photoshop | Javascript |
| Prototyping | Figma | InDesign | |
| Design Systems | Origami | | |
| Interaction Design | | | |