Alex MacDuff

User-centered designer with experience in strategy, design, development, and testing

alexmacduff.com
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(512) 417-9827

Recent Experience

UX Strategist - Slide UX
August 2020 – March 2022
- Designed a remote oral exam experience for the American Board of Radiology in response to COVID-19
- Lead a variety of clients through an established design process of research to usability testing and dev handoff

UX Interaction Designer - Deverus
July 2018 – March 2020
- Designed and delivered a prototype for a new product that secured a working partnership with Equifax
- Designed clean, innovative interactions for a background check platform
- Contributed to a design system using modular components
- Conducted user research and usability testing

Web Designer - A Place For Mom
April 2017 – June 2018
- Added value to the nation's largest senior living referral service via multiple CRO wins resulting in a generated $2.5MM/year
- Analyzed data, heat maps and user recordings
- Ideated, designed and A/B tested high-quality creatives for SEM, SEO and Branding teams to improve conversion and user experiences across all channels, making each more profitable
- Researched SEM conversion funnel and concluded better thank you messaging was needed; created a better post-lead experience resulting in a 15% increase in referred leads
- Helped rethink user experience to remove blurred/gated content while increasing conversion by 16%

UI/UX Designer - CroMetrics
April 2016 – March 2017
- Designed UX and UI solutions for a variety of clients such as Brooklinen, Hint Water, Sierra Club and Weight Watchers, to be used in A/B testing

Technical Skills

Tools
- Figma
- Sketch
- Axure
- Adobe CC
- Miro
- Optimizely
- Asana
- Atlassian

Languages
- HTML
- CSS
- Sass
- jQuery
- Git

Methods
- A/B Testing
- UX Optimization
- Kanban
- Agile

Education

IDEO U
July 2019 – August 2019
Insights for Innovation Certificate

The Iron Yard
August 2015 – November 2015
UI Design Certificate