




Alex MacDuff

Data driven designer with experience in design, development, and testing

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Relevant Experience

Web Designer - SeniorAdvisor

April 2017 – Present

- » Added value to the nation's largest senior living referral service via multiple CRO wins
- » Analyzed data, heat maps and user recordings to generate hypotheses for A/B testing
- » Focused on top revenue earning pages while ensuring quality of functionality and content pushed live to the site
- » Designed and A/B tested different 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%

UX/UI Designer - CROmetrics

April 2016 – March 2017

- » Designed UX and UI solutions for a variety of clients such as Fox News and Weight Watchers, to be used in conversion rate optimization testing
- » Worked with project managers and engineers to ensure an extraordinary user experience
- » Designed collateral such as conference ads & signage, slide deck templates, and company swag

Graphic / Web Designer - Freelance

January 2005 – April 2016

- » Designed and built responsive websites for small businesses
- » Worked with clients to accomplish their goals
- » Designed for print, logos, branding, advertising, and illustration

Technical Skills

Tools

- » Sketch
- » Adobe CC
- » InVision
- » Optimizely

Languages

- » HTML
- » CSS
- » Sass
- » jQuery
- » Git

Methods

- » A/B Testing
- » UX Optimization

Education

The Iron Yard

August 2015 – November 2015

UI Design Graduate - Learned UI design principles for web and mobile, designed wireframes and mockups for projects using various design research methods, implemented responsive designs with HTML, CSS and Sass