

# Alex Zandi

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## SKILLS

### Design

Interactive prototyping (Framer, Principle, HTML/CSS/JS)  
Wireframes  
Sketch  
Adobe Creative Suite  
Framer  
Design systems  
UI design  
Inter-team collaboration

### Development

HTML/CSS  
Python  
jQuery  
Reusable UI components (design systems)  
Git

## EDUCATION

### University of Waterloo Bachelor of Computer Science

Transferred to UW because of my passion for technology and humanities.  
September 2014 - Present

### Carleton University Industrial Design

Relevant Courses:  
• Design Studio & Prototyping  
• Psychology and Perception  
• Intro to Psychology  
September 2013 - April 2014

## INTERESTS

Social psychology  
Philosophy  
Biking  
Drawing and visual art  
Cognitive science

## EXPERIENCE

### Product Design, Yelp

- Led design of new ad system to increase advertiser revenue for businesses
- Created patterns for business page CTAs to improve the web design system and keep a consistent experience
- Improved various parts of the business messaging experience with new UI/UX and interactive prototypes

May - August 2017

### Front-end Engineering, Yelp

- Updated the mobile site to use style guide UI components written in Python
- Shipped several updates to typography, colors, buttons, review stars and more to keep a consistent experience across platforms
- Collaborated with designers to release new UI components for the mobile and desktop site

September - December 2016

### Product Design, Yelp

- Increased engagement to new businesses by redesigning various emails sent to new users
- Designed several improvements to the Yelp desktop header that increased key search and review metrics
- Redesigned several business review entry points on mobile and desktop to increase the number of user reviews
- Created prototypes with Framer to collaborate with engineers and communicate interactions

January - April 2016

### Product Design, Kik

- Designed the first iOS share extension for sharing links, photos, and videos from a users camera roll
- Created the first GIF search and share experience on the app to let users express themselves better
- Designed an additional logo for the company without the “Kik” name for constrained use cases
- Built a UI kit for the design team by creating a repository of UI elements in Sketch to speed up design time

May - August 2015