

Alex White



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SUMMARY

Creative and solution-driven professional with 7+ years in full stack development. Expertise includes user experience, front end development, accessibility, and backend development. Proven track record of leading technical teams and overseeing software development lifecycles from inception through launch.

EXPERTISE

Core Competencies: Product Design | Project Management | Database & API Development | Responsive Accessible Front-End Applications | UX / UI | User Research | Reporting | A11y Development | Test-Driven Development | Public Speaking | Team Leadership | Training

Technical: React | Vue | .Net | PHP | MySQL | MS SQL | Automated Testing | Python | Figma | Azure | Jest | Cypress

PROFESSIONAL EXPERIENCE

Senior Product Designer

RevLocal / Granville, OH / 2021 – Present

- Spearheaded the design and user research for a new website builder tool to accelerate creation of landing pages for digital marketing clients, as well as a public facing client self-service portal
- Built and utilized prototypes in React for client usability testing
- Led presentations for executive, sales and operations teams across the country
- Trained and educated 35+ team members on product design best practices to standardize and streamline project execution
- Built the foundation for an internal design system—comprised of a branded standardized set of components for use across company applications
- Empowered product teams to conduct UX research and UI design to autonomously discover customer requirements

Senior UX Engineer

Insight Digital Innovation / Columbus, OH / 2018 – 2021

- Facilitated internal sessions, public workshops, and conferences on UX and front-end methodologies to audiences of up to 50+
- Developed a React-based PWA for a major grocery chain for Kroger—improving order fulfillment by 20% – 30% nationwide
- Served as team lead and mentor—providing front-end training to 3 junior developers to maximize their performance
- Architected and led front-end development of a Vue JS and .NET C# IoT platform—adopted by 70+ hospitals across the country
- Introduced automated browser testing and Jest unit tests to ensure safe code deployments and reliability
- Conducted user research with doctors and hospital staff, nationwide and produced high fidelity, interactive prototypes

Software Engineer

PriceSpider / Irvine, CA / 2020

- Developed public facing, data-driven interfaces with PHP Laravel, React JS and MySQL—enabling businesses to track product sales metrics
- Partnered with UX, Product, and engineering teams to craft an internal design system to ensure cross team UI consistency

Software Engineer

ProZ.com / Remote / 2017 – 2018

- Developed and launched numerous features with PHP, MySQL and Vue JS (3 major projects)
- Designed, developed, and scaled an audio based native language verification platform to 2800+ users
- Increased ProZ.com livestream user engagement through the design and development of an interactive media platform

EDUCATION

Ohio University, Athens

Bachelor of Science: Computer Science | 2015