

ALEXANDER FOWLE

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EDUCATION

Master of Science
(M.S.) in
**Human Computer
Interaction**

- Iowa State University – Ames, IA (online)
- Graduated 12/2024
- GPA: 4.0
- Coursework synopsis: Design Thinking, Human Centered Design, qualitative UX research, prototyping in Figma, quantitative research design, design ethics and responsible tech, cognitive psychology, human factors, Values Sensitive Design
- Projects: [Qualitative UX research – Understanding user’s perceptions of Spotify’s AI DJ](#), [recycling assistant app design \(team project\)](#), [the cognitive psychology of AI-enabled recruitment](#), food conservation app design (team project), [Python Spotify Playlist Generator App](#)

Bachelor of Science
(B.S.) in **Information
Science and
Technology**

- University of Wisconsin – Milwaukee, WI
- Graduated 05/2019
- GPA: 3.84
- Honors: Summa Cum Laude
- Coursework synopsis: web development, database design and administration, Agile project management, modern data issues, information architecture (IA), automation design

EXPERIENCE

Various locations
Bartender

Milwaukee, WI
04/2023 – Current

- Delivers exceptional customer service in high-pressure, fast-paced environments, with an emphasis on customer delight and securing repeat business
- Develops and maintains standard operating procedures to ensure operational consistency and enhance the Customer Experience (CX)

CBRE | ESI
Sr. UI/UX Engineer

Brookfield, WI
09/2020 – 10/2022

- Planned and facilitated customer research projects utilizing user interviews, persona creation, journey mapping, surveys, and usability studies
- Collaborated with Customer Support, Sales, Marketing, and Engineering teams to drive product strategy and support roadmap development
- Designed UI solutions for a B2B SaaS application in Adobe XD and created annotated prototypes to connect the transition from design to development
- Co-founded the User Experience (UX) team and established a company-wide Design System
- Mentored and provided leadership to a team of 5 UI Engineers

Concurrency, Inc.
**Associate Systems
Engineer**

Brookfield, WI
05/2018 – 04/2020

- Consulted with diverse local and international businesses using Agile methodologies, contributing to Digital Transformation across industries
- Engineered solutions leveraging M365 tools, enhancing collaboration and user experience within SharePoint, Microsoft Teams, and Power Platform environments

- Developed custom solutions to meet business needs utilizing the SharePoint Framework, TypeScript, and React.js
- Facilitated workshops, focus groups, and product demonstrations, collecting user feedback to refine working solutions

SKILLS AND COMPETANCIES

Research and Design

- Qualitative research (generative and evaluative)
- Prototyping in Figma and Adobe XD
- DT frameworks: Double Diamond, d.school, human-centered design (HCD), Value Sensitive Design
- Personas and journey mapping
- Responsive design & information architecture

Leadership

- Team supervision
- Training and coaching
- Task delegation

Business and Interpersonal

- Consulting
- Expediency and quality
- Active listening
- Process improvement
- Time management
- Giving and receiving feedback

Technical

- Proficiency in JavaScript, HTML5, CSS3, and Python
- Understanding of product development lifecycles
- Agile project management with Devops, Jira

CERTIFICATIONS

Google UX Design Professional Certificate

Earned: December 2023
Never expires
Issued by: [Coursera](#)

devCodeCamp Certificate of Completion

Earned: July 2020
Never expires
Issued by: [devCodeCamp](#)

Microsoft 365 Certified: Teamwork Administrator Associate

Earned: November 2019
Expired: November 2021
Issued by: [Microsoft](#)