

Alex Barron | Product Designer

(305) 304-5728 • acbarron4@gmail.com • Portland, OR • alexbarron.site • password: smallh0und • in/alexandrabarron

SUMMARY

Seasoned Product Designer with over a decade of industry experience. A dedicated practitioner of end-to-end design, specializing in strategic systems design and human-centered interaction. Committed to creating impactful user experiences, fostering collaborative design environments, and contributing to products that improve lives.

PROFESSIONAL EXPERIENCE

Small Hound | Owner & Designer

January 2022 - Present

- Engaging with clients including First Republic Bank, Morf Health, Arist, and The June Care Company.
- Worked through ambiguous problems and product requirements to deliver designs that took Morf Health's self-service product from zero to one.
- Developed information architecture, navigation, and dashboard design for a complete overhaul of First Republic Bank's business banking platform.

Parsley Health | Product Design Manager

July 2021 - October 2022

- Drove the development and implementation of a comprehensive design system that harmonized user experiences across the entire Parsley Health digital product suite.
- Directed end-to-end design initiatives for new product launches on the member experience team resulting in greater digital engagement with prospective members, introduction of upgrade pathways, and growth.
- Cultivated a dynamic design culture through weekly knowledge-sharing sessions and promoting cross-pod collaboration.

Parsley Health | Lead Product Designer

August 2019 - July 2021

- Shaped product roadmaps utilizing user research, analytics, and stakeholder collaboration.
- Mapped user flows, addressing pain points and opportunities for improving the user experience across all membership types.
- Drove design enhancements, crafted pivotal user flows, and high-fidelity prototypes, steering the evolution of user experiences across diverse platforms and user personas.

Burrow | Digital Design Lead

July 2018 - August 2019

- Orchestrated website overhaul and adaptable design system to match brand evolution.
- Executed experiences across web, physical, and in-store touchpoints.
- Fostered new talent through the design internship program.

Amazon | *Interaction Designer*

April 2017 - July 2018

- Spearheaded the visual design direction and execution of an illustrative design kit.
- Defined user flows and interface designs for Alexa Voice Service products, including notable work for Alexa in Ford vehicles.

Freelance | *Interaction Designer*

February 2015 - April 2017

- Engaged with premier agencies including HUGE, Elephant, Droga5, and Instrument.

R/GA | *Junior Visual Designer*

May 2013 - February 2015

- Produced deliverables for campaigns, brand identities, and digital products for esteemed clients such as Equinox, Nike, and Samsung.

DOOR3 | *Junior UX Designer*

January 2012 - May 2013

- Helped senior designers and directors through research, content audits, flow mapping, wireframing, design exploration, and final interface designs.

SKILLS/TOOLS

Proven design leadership, strategic systems design expertise, information architecture, a keen sense of visual aesthetics, extensive experience in cross-functional collaboration, high-fidelity prototyping, leading design sprints and workshops, running and utilizing user research, basic HTML and CSS, illustration, content strategy and creation, Figma, Adobe Suite, Protopie

EDUCATION

SCHOOL OF VISUAL ARTS

Bachelor of Fine Arts, Graphic Design

August 2010 - June 2013

UNIVERSITY OF MIAMI

Fine Arts, General Studies

August 2008 - May 2010