Alex Barron

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Summary

A seasoned Product Designer with more than ten years of experience across consumer and enterprise products. Passionate about delivering elegant solutions to complex problems. I work closely with product and engineering, forging close partnerships. Together, we drive a path through ambiguity. I believe in utilizing research to define and validate my work, and I am deeply concerned that our work elevates the user experience functionally and aesthetically.

Experience

Lead Product Designer (Freelance) | Morf Health   March 2023 - Present

Developed the design processes and drove the UX/UI for the self-service tools and design system as the 1st and sole designer. Mapped critical user flows across multiple personas to develop visionary designs vital to defining MVP scope and foundational design patterns. Worked closely with the executive, product, and engineering to tailor designs and deliver scalable solutions.

Senior Product Designer (Contract) | First Republic Bank   November 2022 - May 2023

Contributed to reimagining the business and consumer banking platform. Crafted information architecture, navigation paradigms, and foundational UX/UI patterns that were vital to the discovery and definition phases.

Product Design Manager | Parsley Health   July 2021 - October 2022

Managed design team across three pods, overseeing projects across growth, member experience, provider tools, insurance, and B2B. Maintained the responsibility of an IC leading discovery and research to define the scope of interactive health plans – a critical lever for engaging members and reducing provider workload. Worked closely with designers and engineering partners to deliver a design system that unified all three product areas, enabling our design and engineering teams to build better and faster.

Lead Product Designer | Parsley Health   July 2020 - July 2021

Created the North Star for Parsley Health's member experience, a vital artifact to align executive stakeholders and define our five-year road map. Defined parameters for our user research methods and led qualitative tests to validate our solutions with product. Led the discovery and design of Insights, a valuable growth product for engaging with price-sensitive member prospects.

Senior Product Designer | Parsley Health   August 2019 - July 2020

Established collaboration and design processes in Figma, Notion, and Basecamp as the 1st product designer. Partnered closely with product, ops, and clinical to map critical user flows, align stakeholders, and deliver improvements to member and provider tools.

Lead Digital Designer | Burrow   July 2018 - August 2019

Collaborated with executives, marketing, and physical design teams at Burrow to deliver a single visual language spanning the Burrow ecosystem– online to unboxing. Orchestrated a website overhaul and scalable design system, empowering engineering and marketing with a robust component library.

Interaction Designer II | Amazon   April 2017 - July 2018

Spearheaded the visual direction and execution for Spectrum, a toolkit for added warmth and clarity to Alexa Voice Services' complex features and workflows. Defined user flows and improvements for Alexa Voice Service products, including Ford Automotive.

Interaction Designer | Freelance   February 2015 - April 2017

Contributing to notable client work on Nike with Instrument, new business pitches at Elephant and HUGE.

Junior Visual Designer | R/GA   May 2013 - February 2015

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

Junior UX Designer | Door3   January 2012 - May 2013

Contributed to consumer and B2B client projects by conducting UX research, content audits, user flow mapping, wireframing, UI designs, and annotated documents in hand-off.

Education

School of Visual Arts   August 2010 - May 2013

Bachelor of Fine Arts Degree, Graphic Design