

ALEXA HOJCZYK

LEAD UX STRATEGIST AND RESEARCHER – ACCESSIBILITY SPECIALIST

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Portfolio



LinkedIn Profile



I am a lead UX Strategist and Researcher located in the Cincinnati Metro Area, most recently employed by Plex, owning and conducting user research and UX strategy work across multiple product teams. I have over 10 years of experience in user experience (UX), end-to-end product design, UX strategy/product strategy, user research, product management, and accessibility. I work cross-functionally with product, engineering, and product design/research leadership in order to dig deep into proposed problems, ensuring the root problem is being targeted and develop the best strategic approaches and solutions to those key root problems.

SKILLS

- User Experience Strategy
- Product Strategy
- Creative Strategy
- User Research and Development
- A/B Testing
- Competitive Analysis
- Usability Analysis
- Accessibility Testing
- Accessibility Education and Strategy
- Design Thinking
- Wireframing
- Rapid Prototyping
- End-to-End Product Design
- User Journeys/Flows
- Persona Creation
- Content Creation
- Storyboarding
- Video Production and Editing
- Social Media Strategy
- SEO Optimization

SOFTWARE

- Figma/Figjam
- Sketch
- Axure RP
- Balsamiq
- UserTesting.com/UserZoom
- Jira
- Miro
- Optimizely
- Pendo
- Adobe Creative Suite
- Omnigraffle
- Dovetail
- Looker
- Screenreaders (VoiceOver, NVDA, TalkBack, JAWS)
- UnitQ

PROFESSIONAL EXPERIENCE

Lead UX Strategist and Researcher | Plex

April 2022 - July 2023

Lead UX strategist and researcher at streaming service and personal media server host, Plex. Owned UX for the Streaming Content, Personal Media, Playback, and Discover product teams.

- Conducted over 40+ user research studies over AVOD, TVOD, FAST, and personal media services across mobile, web, and TV platforms
- Designed and developed UX strategy around 40+ new and existing features, increasing user engagement and minutes watched by 20-30% across FAST and AVOD services
- Led and created the Accessibility Guild; created a strategy for overhauling accessibility for the app as well as designed workshops around accessibility and universal design education

Senior UX Producer | Fifth Third Bank

December 2021 - April 2022

Started as a senior product designer and transitioned into lead UX producer for the Digital Product Design (DPD) team while working at Fifth Third Bank, lead relationship bank based in Cincinnati.

- Created forecasting documentation for design resources/designers, giving them a better balance between work and meeting time
- Led all design strategy/operations needs across DPD
- Created "designer toolbox" consisting of 20+ design documents/templates to increase efficiency and consistency of design deliverables to product and engineering
- Created design process/intake processes for DPD
- Continued as lead and co-creator of Accessibility Guild and Product Design CoP

Senior Digital Product Designer - November 2020 - December 2021

- Lead product designer over enterprise applications at the bank; designed a patented tool for 5/3 bankers that helped increase call efficiency by 15%
- Created and led Accessibility Guild, creating 20+ educational workshops for employees to promote accessibility advocacy
- Created 5 of the major design system components and tokens; owned accessibility for the design system
- Owned accessibility for a majority of bank products across the three design branches, Enterprise, Commercial, and Consumer

UX Designer | Deloitte

January 2019 - November 2020

UX/UI design lead for major state client, as well as led development and maintenance of UX/UI design of over 10+ projects in conjunction with state client at major consulting firm, Deloitte.

- Lead and co-creator of UX/UI CoP, created and facilitated 30+ workshops around user experience, inclusive design, and design thinking to over 300+ internal and external participants at a single time
- Reviewed and implemented responsive design and accessibility across 10+ GPS projects
- Fully converted 4+ paper-only systems to digital systems, decreasing process times by 6-8 weeks per system (about 30-40% increased efficiency)

EDUCATION

B.A. Computer Science and Human-Centered Design | Xavier University

August 2013 - May 2017

- TA in ballroom
- Operated 3D printing center
- Assisted with CNC/3D printing maintenance and design

VOLUNTEER WORK

Mentor, Judge, Speaker | INTERalliance of Greater Cincinnati

July 2016 - Present

- Return speaker at IT Intern Summit
- Return speaker at TechOlympics
- Return speaker and judge during IT Summer Camps

Speaker | WITCON Cincinnati

August 2022 - Present

- Return speaker as an expert perspective on user experience, UX strategy, and design thinking

Volunteer | Crayons To Computers

August 2014 - Present

- Worked in collaboration multiple times to help create classroom activities from excess donation materials to sell in the C2C store

Front End Designer | Elsevier

June 2017 - January 2019

UX/UI designer and front end software engineer for engineering research database, Engineering Village (EV)

- Overhauled accessibility from UX and engineering perspectives on the entirety of EV to the standards of the WCAG 2.0 at A and AA levels, improving experience for visually impaired users, becoming one of the most accessible Elsevier products
- Conducted qualitative, moderated usability testing sessions for feature concepts and accessibility features on EV
- Designed 120+ mockups for feature concepts on EV as well as all A/B testing for EV, increasing user interaction across EV, visible on MAU's and NPS

PERSONAL/EDUCATIONAL PROJECTS

Transfer Student User Interviews | Xavier University

June 2021 - July 2021

Project for Xavier University to better understand transfer students' experiences in order to improve the general Xavier experience for transfer students as well as improve the transfer student curriculum in relation to the student's prior course coursework. Top solutions are currently being implemented

- Created script and led interviews with 5+ current and past transfer students of all backgrounds in order to understand their experience at the university and their motivations/painpoints with their transfer experiences
- Created synthesis of findings from initial interviews and provided recommendations based off of synthesized conclusions
- Presented synthesis to XU sprint team to give insight into the transfer student process and brainstorming solutions

Student Retention Usability Research | Xavier University

December 2019

Project for Xavier University to better understand current students in order to increase student retention by 14%. Top solutions are currently being implemented.

- Led interviews with 10+ current and past students of all backgrounds in order to understand their experience at the university
- Interviewed provost and vice president to understand stakeholder viewpoints
- Created 2 major personas and journey maps of the students, which were presented to a sprint team for brainstorming solutions

Biometric Wearable Device | Xavier University

January 2016 - May 2017

Senior project for bachelor's degree in computer science (CS) was to show what was learned from dual majors, CS and human-centered design. The result was a biometric wearable to help detect anxiety attacks and depressive episodes.

- Conducted market/competitive research to understand pre-existing products aimed at the same goal
- Researched how anxiety attacks/depressive episodes develop in order to figure out key metrics needed for wearable
- Targeting EMG, EKG, and body temperature, created a working prototype with the appropriate sensors on an Arduino to send an email/text to specified contacts when an attack was triggered
- Demoed prototype during senior thesis; wrote a 20+ guide on the process and constructing the device

Prosthetic Designs | Xavier University

August 2014 - May 2017

Worked on two prosthetic designs aimed at being low cost, durable, and easily customized to users' bodies: one for a service dog missing most of her front leg and one for an alumni who had a congenital amputation.

- For dog prosthetic, took a cast of limb and digitally scanned cast for import into Autodesk
 - Studied dog's movements and designed a limb to take those movements into account as well as provide new body support
- For human prosthetic, followed the same initial process as with dog prosthetic, but added in the complexity of motors and myoelectric sensors to articulate joints in hand and wrist