Alex Holder

Erie, PA (temporary address since Covid)
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Skills

Design
Figma | Sketch | InVision | Photoshop | Lightroom

Collaboration
Jira | Trello | Slack | Zoom

Styling
Sass | SCSS

Languages
Ruby on Rails| JavaScript | HTML | CSS Libraries React | Bootstrap

Other Tools
Sublime Text | Heroku | SQL | Git | GitHub

Education
BS in Marketing
Spring Hill College
Mobile, AL
2006-2010

Certifications
UI/UX Design Bootcamp
Burlington Code Academy

Certified ScrumMaster
Scrum Alliance

Google Analytics, Beginner

Google Tag Manager

Inbound | Growth-Driven Design
HubSpot Academy

Full-Stack Dev Bootcamp
Le Wagon

Hobbies
Wildlife Photography

About

I am an enthusiastic leader preaching the gospel of usability in the field of UX Design. I have run nation-wide experiential marketing campaigns and now that I am immersed in all things UX, it strikes me how closely related these two disciplines are; experiential marketing focuses on reaching the consumer whereas UX focuses on understanding the consumer using empathy. As a lifelong learner, I enjoy jumping into the deep end and am comfortable tackling new challenges and solving problems. I thrive in team settings and naturally build connections between people (and always have something fun up my sleeve).

Experience

EZ-Probate
Burlington, VT
Jul 2020 – Aug 2020

Probate and estate planning start-up offering digital, automated probate filing services.
UX Designer – Capstone Project, Burlington Code Academy

•Created user personas based on target demographic and psychographic research.
•Mapped out a user journey, conducted a heuristic evaluation, and made corresponding recommendations.
•Conducted user research in the form of an on-line survey targeting customers who failed to convert.
•Defined specific pain points and created new user onboarding process to improve both the customer experience and the business outcome.
•Redesigned entire process with a focus on accessibility, reducing the cognitive load, usability, and promoting overall confidence in EZ-Probate.

Blink
Montreal, QC
March 2020 (10 days)

Web app to relieve dry eye symptoms (https://the-blink-app.herokuapp.com/). Developer – Final Project, Le Wagon
•Primary responsibility was UX design and front-end development

Bijou For You
Montreal, QC
Feb 2020 (5 days)

Airbnb style marketplace prototype for jewelry rentals (http://bijou-for-you.herokuapp.com/). Developer, Le Wagon
•Primary responsibility was front-end development