

# Alex Zandi

Portfolio: alexzands.com

## SKILLS

Prototyping  
Sketch  
Photoshop  
Illustrator  
Framer JS  
Python  
HTML/CSS

## EDUCATION

### University of Waterloo Bachelor of Computer Science

2014 - Present

Transferred to Waterloo because of my passion for technology and the humanities

### Carleton University Industrial Design

Sep 2013 - April 2014

Relevant Courses:

- Design Studio & Prototyping
- Psychology of Perception
- Intro to Psychology

## INTERESTS

- Drawing
- Biking
- Philosophy
- Cognitive science
- Human expression through technology

## CONTACT

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## PROFILE

Interdisciplinary designer with professional and educational experience in both design and engineering. Strong skills in UI, product, and visual design as well as interactive prototyping using tools like Framer. Experienced in the full product design process from planning to high fidelity mockups and prototypes, and in some cases even the technical implementation.

## EXPERIENCE

### Product Design at Yelp

January - April 2016

- Doubled email click-through rates by redesigning various emails sent to new users
- Designed several improvements to the Yelp desktop header that increased key search and review metrics
- Redesigned several business review entry points on mobile and desktop to increase the number of user reviews
- Created prototypes with Framer to collaborate with engineers and communicate interactions

### Front-end Engineer at Yelp

September - December 2016

- Updated the mobile site to use style guide UI components written in Python
- Collaborated with designers to release new UI components for the mobile and desktop site
- Shipped several updates to typography, colors, buttons, review stars and more to keep a consistent experience across platforms

### Product Design at Kik

May - August 2015

- Designed the first iOS share extension for sharing links, photos, and videos from a users camera roll
- Created the first GIF search and share experience on the app to let users express themselves better
- Designed an additional logo for the company without the “Kik” name for constrained use cases
- Built a UI kit for the design team by creating a repository of UI elements in Sketch to speed up design time