

ALEX ZANDI

Designer, engineer, prototyper

alexzandi.me

alexzandi@me.com

PROJECTS

Glance · iOS app for visual notetaking

An app for extending your visual memory.
Made with Swift and UIKit. (on TestFlight)

FaceChat · Video messaging with authentic reactions

An app that makes asynchronous video messaging feel like a live call.

SKILLS

Design

Prototyping, Framer, XCode, Principle,
Photoshop, Sketch, Illustrator, UI design,
icon design, interaction design,
wireframes, visual design.

Development

Swift, Python, Git, C, iOS UIKit, Scheme,
Unix, HTML/CSS, jQuery.

EDUCATION

University of Waterloo

B. Computer Science

Algorithms, OOP, operating systems,
cognitive science, user centered
research methods.

Waterloo, ON, Sep 2014 - 2019

Carleton University

Industrial Design

3D modeling, physical prototyping,
iteration, perception, divergent thinking,
psychology, design studio.

Ottawa ON, Sep 2013 - April 2014

EXPERIENCE

Freelance · Designer

Designed mobile apps, home pages, apartment rental tools.

Remote, 2020 - 2021

Wish Shopping · Design Intern

Led design of new referral programs for the mobile apps.
Designed features using user generated videos. Created
promotional campaign designs that were displayed across
Wish. Shipped the first career site redesign.

San Francisco, May - Aug '18

Yelp · Design Intern

Increased business engagement by designing syndicate ad
templates for businesses to advertise outside of Yelp.
Improved discoverability of business messaging features
through growth experiments.

San Francisco, May - Aug '17

Yelp · Software Engineering Intern

Shipped a new mobile site using reusable UI components
written in Python, including typography, colors, and icons.
Released various responsive style guide UI components that
are consistent across desktop and mobile.

San Francisco, Sep - Dec '16

Yelp · Design Intern

Increased new business engagement through growth
experiments and campaigns. Optimized navigation header
UI by analyzing user data. Increased reviews by designing
new entry points. Eased collaboration with stakeholders
through Framer prototypes.

San Francisco, Jan - Apr '16

Kik · Design Intern

Led design of many content sharing experiences: GIFs,
photos, videos, and stickers. Designed an additional logo
for the company for constrained use cases (+ style guide).
Reduced design time by creating the first UI style guide.

Waterloo, ON, May - Aug '15