

Alex Kay

Passionate Senior Product Designer

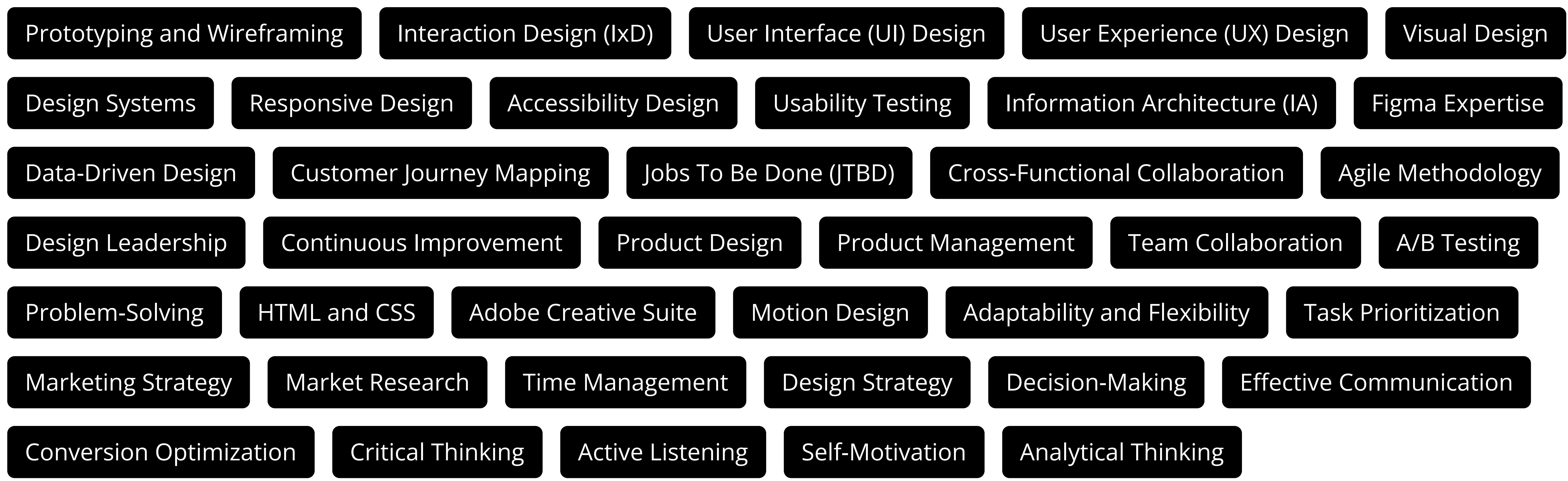
With over six years of experience as a product designer, I have driven a 50% increase in conversion rates and up to a 119% rise in sales for Fortune 500 companies. Over the past two years, I have refined performance metrics, led testing initiatives, and delivered designs across diverse industries, empowering clients to achieve success.

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🌐 designbyalexkay.com

✂ SKILLS



✂ ACHIEVEMENTS

Product Management | Collaborative Design

Led product management efforts from concept to launch, designing standout UX/UI for web and mobile applications while collaborating with clients, developers, and design teams to shape product design cycles and roadmaps effectively.

Team Building | Design Leadership

Built and mentored a team of five top-notch designers, fostering innovative solutions for high-profile projects and positioning the team as a recognized authority in product design within the market.

MVP Development | Customer Acquisition

Developed and launched a highly effective Minimum Viable Product (MVP) for a telecommunications provider, resulting in a 200% increase in successful transactions and quadrupling user engagement through strategic product road mapping, prototyping, user research, and A/B testing.

Innovative Design | Conversion Rate Growth

Achieved remarkable results with Fortune 500 companies by introducing cutting-edge UX/UI designs and promoting cross-functional collaboration, contributing to a 50% boost in conversion rates.

📁 WORK EXPERIENCE

Senior Product Designer

Centerfield Media, Los Angeles, CA

July 2022 — Present

- Develop, lead, and inspire a high-performing design team through all phases of UX/UI design, including discovery, market research, wireframing, prototyping, user testing, creative direction, quality assurance, and product launches.
- Spearheaded the development of layouts for new features and redesigns, improving usability and validating hypotheses through prototypes informed by user feedback, testing, analytics, and business priorities.
- Reviewed, refined, and iterated on user flows, wireframes, mock-ups, and prototypes to create innovative and user-centered experiences. Enhanced existing UI designs by leveraging the latest tools, techniques, trends, and best practices in UX design.
- Applied expertise in agile design methodologies, lean UX, and design thinking to deliver design concepts, UX strategies, and solutions to senior stakeholders, managing the end-to-end user experience lifecycle of products from inception to deployment.
- Established and streamlined design workflows within the product team, addressing design requirements, driving user experience decisions, and creating prototypes for forward-thinking product concepts.
- Collaborated across teams to elevate the quality and performance of new design features, outperform competitors, and improve customer conversion and loyalty.

Product Designer

Alex Kay Visuals, Los Angeles, CA

September 2017 — June 2022

- Created captivating UX/UI concepts and translated them into practical outputs, including sitemaps, user flows, customer journey maps, wireframes, mockups, and prototypes.
- Led digital projects by developing design solutions for desktop, iOS, and Android platforms. Activities included data collection, research, audience targeting, hypothesis validation, prototype creation, and customer journey mapping.
- Worked closely with engineers, designers, and researchers to deliver cohesive UI/UX experiences across web and mobile platforms, producing detailed design proposals with storyboards, process flows, sitemaps, and prototypes.
- Designed intuitive interfaces and interaction layers by applying best practices, emerging trends, and advanced tools, thereby enhancing user experiences. Leveraged UX interaction and design principles to optimize product outcomes.
- Reduced average bounce rates by 20% through improved user flow and interface design, driving higher conversion rates and revenue growth.

Art Teacher

Wyzant Inc, Chicago, IL

March 2020 — February 2022

- Mentored and guided over 100 clients in graphic design, motion design, and photography, enabling them to create impactful presentations, develop compelling brand identities, illustrations, and refine their photography and editing skills.
- Developed and delivered a comprehensive motion design curriculum for college students, teaching advanced skills using industry-standard tools such as Adobe After Effects, Illustrator, XD, Figma, Photoshop, and Lightroom.
- Directed the creation of a toy product line for a major national retailer, conducting rigorous training sessions and practical exercises to ensure the delivery of market-ready designs.
- Promoted creative thinking and innovation by guiding students through design thinking methodologies, ensuring they mastered both technical and conceptual aspects of design. Provided hands-on training with professional design tools to enhance their practical expertise.
- Maintained a client satisfaction rate exceeding 98% and exceptional client retention by consistently delivering high-quality, tailored solutions and fostering strong relationships.

✂ PREVIOUS WORK EXPERIENCE

Fine Artist (2010 — 2019)

Alex Kay Visuals

Art Director (2005 — 2010)

Superheroes Ltd.

Interactive Designer (2004 — 2005)

Fantastic Media

Web Designer (2002 — 2003)

Gardy Design

Front-End Developer (2000 — 2001)

Gardy Design

🎓 EDUCATION

Google UX Design Professional Certificate (2022)

Google/Coursera, Mountain View, CA

Master's Degree, Fine Arts (2017)

Otis College of Art and Design, Los Angeles, CA

Bachelor's Degree, Fine Arts (2014)

Brooks Institute, Santa Barbara, CA

Bachelor's Degree, Graphic Design (2003)

HSE University, Moscow, Russia