
EDUCATION

OTIS COLLEGE OF ART AND DESIGN

2015 – 2017

MFA in Studio Arts

BROOKS INSTITUTE OF PHOTOGRAPHY

2010 – 2013

BFA in Commercial Photography

HSE UNIVERSITY

2000 – 2003

BFA in Graphic Design

CERTIFICATIONS

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

2022

WEB DESIGN ACCESSIBILITY

2023

SKILLSET

SOFTWARE

- › Figma, Framer, Sketch
- › Adobe Suite (PS, AI, XD, PR, AE)
- › Microsoft Office

METHODS & LANGUAGES

- › Wireframing & Prototyping
- › User-Testing & Research
- › Mobile & Desktop Design
- › HTML, CSS, JavaScript, SQL
- › Graphic & Motion Design

WORK EXPERIENCE

CENTERFIELD | UX/UI DESIGNER

25% of Fortune 100 brands partner with Centerfield to acquire more customers from digital media at scale

Los Angeles, CA | July 2022 – Present

- › Designs landing pages, emails, and print ads for Fortune 500 companies such as AT&T, DirecTV, ADT, T-Mobile, CenturyLink, ViaSat, Spectrum, etc.
- › Optimizes performance of websites through split-testing procedures and applies findings to improve conversion rates, sales, quality scores, and user experience
- › Collaborates closely with product managers, engineers, media buyers, and QA to ensure seamless cross-functional coordination, guaranteeing that designs align with stakeholder expectations throughout all phases of production
- › Secures design compliance with rules & regulations by obtaining legal approvals
- › Suggested and validated through testing that video-based ads result in improved conversion rates and higher user engagement
- › Contributed to over 50% increase in conversion rates and up to 119% increase in sales in 2023

ALEXKAYVISUALS | UX/UI DESIGNER

Self-employed, successfully collaborated with diverse clients, enhancing user experiences

Los Angeles, CA | March 2020 – March 2022

- › Conducted research using various methodologies, including the creation of empathy maps, personas, user stories, and user journey maps to identify and address user pain points effectively
- › Applied design thinking techniques such as Crazy Eights, How Might We, and competitive audits to ideate and generate innovative solutions
- › Executed the design process from concept to realization, developing wireframes and prototypes both on paper and digitally using Figma and Adobe XD
- › Reduced bounce rate on average by 20% by optimizing user flow and interface design, resulting in increased conversion rates and revenue

FANTASTIC MEDIA | INTERACTIVE DESIGNER

Premier multimedia firm, translating video games while also creating original interactive content

Moscow, Russia | August 2004 – Jan 2005

- › Designed and executed unique interactive content for DVDs, combining creative flair with technical proficiency
- › Boosted sales for publishers 1C, Buka, and Russobit-M by ensuring smooth localization of licensed content for the Russian market
- › Implemented a system of drops for the company-owned online store
- › Focused on exploring design solutions to elevate the product online and in-store