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password: stellar

# ALEXIS PRODUCT DESIGNER WINSLOW

## SKILLS

### Tools:

Sketch, InVision, Adobe Creative Suite, HTML, After Effects, pencil and paper

### UX Methods:

Human-centered design, ideation, research, user interviews, personas, information architecture, usability testing, wireframing, prototyping

### Graphic Design:

Typography, layout, user interface design, branded design systems, data visualizations

### Artistic Skills:

Illustration, drawing, painting, pottery, knitting, sewing

### Attributes:

Strong passion for design, highly creative, very organized, deadline-driven, detail oriented, compassionate, self-motivated, highly focused and driven, open-minded

### Soft Skills:

Ability to multi-task in a fast-paced environment, thoughtful communicator

### Management:

Mentoring, goal setting, team work flow management, cross-functional team collaboration

## EDUCATION

### General Assembly New York, NY 2018

UX Design Certificate

### Fashion Institute of Technology New York, NY 2009

Textile Design and Surface Design

### University of Oklahoma 2001-2005

Bachelor in Fine Arts

Minor in Art History

Focus in painting and pottery

Vice President & Co-founder of the Visual Arts Student Association

Earned the Samuel Barnett and Selma Neife scholarships for outstanding achievement

## STATEMENT

I am a product designer with over 10 years of multidisciplinary design experience, specializing in UX+UI design and creative strategy. I am passionate about finding the 'why' behind every problem and designing effective products and strategies.

## WORK EXPERIENCE

### HUDSON + WEST CO (REMOTE) FREELANCE UX DESIGNER (2019-PRESENT)

- Website design for a small ecommerce business who sells yarn and knitting patterns
- Conducted user interviews, competitive analysis, content audit and created user persona
- Created user flows, site maps, sketches and interactive wireframes
- Set up client on Shopify CMS, and implemented designs working with Shopify theme developers overseas

### JAY FRANCO & SONS (NEW YORK CITY) ART DIRECTOR / PRODUCT DESIGN FOR LIFESTYLE BRANDS (2009-2019)

- Managed design development for multiple categories—from internal software tools to consumer goods retail programs to sales collateral—maintaining high aesthetic standards
- Researched global product trends for retail clients including Target, Walmart and Bed Bath & Beyond and translated into creative strategy for innovative soft-home product design for lifestyle brands and licensed brands including Nickelodeon, Disney, and Netflix

### KNITDARLING.COM (BROOKLYN, NY) FOUNDER / PRODUCT DESIGNER / AUTHOR (2009-present)

- Designed interface and user experience across entire product through multiple iterations—including responsive web app, branding identity, educational videos, informational articles and layout for the books and ebook/pdf products being sold
- Created promotional campaign that attracted 11,000 new email subscribers
- Grew the KnitDarling YouTube Channel to 9K subscribers and 1M views

### CHARITYSUB.ORG (BROOKLYN, NY) PRODUCT DESIGNER / CO-FOUNDER (2011-2014)

- Drove creative vision and product design for this philanthropic subscription web service
- Managed freelance writers and designers; collaborated with engineers
- Created content including research, writing and design for intricate info-graphics
- Translated UX research and analysis into multiple product iterations

### AUTHOR / FREELANCE DESIGNER AND ILLUSTRATOR

- Landed book deal for full length knitting pattern book with major crafts book publisher; released first print run of 15,000 books; organized national book tour
- Earned numerous commercial commissions and gallery shows across United States
- Worked directly with clients including Google, Vans Shoes, National Geographic, Broad City (Comedy Central), and Interweave Knits magazine