

ALEX VAN WERT

USER RESEARCH & PRODUCT DESIGN

I love knowing the "why" of everything. I am conscientious, empathetic, and methodical when pursuing the motivations and mental models of a user. I strive for clarity, communication, and delight in everything I produce. My background amplifies a research and data-oriented process as I aim to create mutually rewarding user experiences, rich in beautiful design and ergonomic interfaces.



EXPERIENCE

Product Designer - DAILYMOTION - Partner Product Team - Paris, FR & New York, NY - September 2017 - August 2018

- Created new dashboard for media partners to manage their content, view analytics and revenue, customize their channel, and follow digital trends to maximize activity.
- Spearheaded design of backend Partner Management UI for Dailymotion employees to browse and alter accounts, videos, channel networks, users, contracts, and program information.
- Used Principle App animation prototyping to create new-to-market video interactive ad concepts.

UX Designer - KIT LENDER - Consultant - New York, NY - January 2017 - April 2017

- Assessed existing web architecture and delivered improvements for the primary eCommerce user flow, UX strategy, copy and communication issues.

UX Researcher - CROWDTAP - Product Team - New York, NY - April 2016 - December 2016

- Responsible for all user testing of new internal and external features, coordinating with the engineers and product team to prioritize important experiences and target KPIs.
- Analyzed incentives and behavior of users through interviews, remote usability testing, and measurement of conversion rates.
- Strategized user flows, edge case solutions, and wireframe designs with UX team.

UX Researcher - FARMIGO - Product Team - Brooklyn, NY - September 2015 - March 2016

- Lead usability testing for mobile app launch. Produced actionable feedback to improve UI and increase conversions.
- Fleshed out user flows, edge cases, information architecture, interaction design, and branding of new features with product team in iterative, data-driven process.

UX Designer - COHERO HEALTH - AsthmaHero Pediatric App - New York, NY - September 2015 - December 2015

- Created new educational games and incentives, notification system, data visualizations, and tested prototypes for pediatric asthma adherence app with original and integrated graphics.
- Integrated Asthma Action Plan with inhaler device and Bluetooth Spirometer to balance business goals and user experience. Researched potential for integration with the adult app, Breathesmart, and UI solutions.

TECHNOLOGIES

- Sketch
- Adobe
- InVision App
- Marvel, Pop
- UserTesting.com
- Optimizely
- Inspectlet, Hotjar
- Google Drive
- Google Analytics
- JIRA
- Abstract
- Principle
- Omnigraffle
- Avocode
- Prezi, Keynote

SKILLS

- Wireframing
- Prototyping
- User Testing
- Comparative & Competitive Analysis
- Agile Product Prioritization
- User Flows
- Product Research
- UI/Graphic Design
- Heuristic Analysis
- Card Sorting
- Focus Groups
- Personas
- Basic HTML & CSS

EDUCATION

 **NYU Tandon School of Engineering** - MASTER OF SCIENCE - Integrated Design & Media, GPA: 4.0 - New York, NY - 2021

 **Columbia University** - BACHELOR OF SCIENCE - Accelerated Nursing, Sigma Theta Tau: top 30% - New York, NY - 2013

 **Duke University** - BACHELOR OF ARTS - Cognitive Psychology, Major GPA: 3.85 - Durham, NC - 2012