




# Alex MacDuff

User-centered designer with experience in design, development, and testing

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## Relevant Experience

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### UX Designer - Deverus

July 2018 – March 2020

- » Designed prototype for a new product that secured a working partnership with Equifax
- » Designed clean, innovative interactions for a background check platform
- » Contributed to a design system using modular components
- » Conducted user research and testing

### Web Designer - A Place For Mom

April 2017 – June 2018

- » Added value to the nation's largest senior living referral service via multiple CRO wins resulting in a generated \$2.5MM/year
- » Analyzed data, heat maps and user recordings to generate hypotheses for A/B testing
- » Focused on top revenue earning pages while ensuring quality of functionality and content pushed live to the site
- » Designed and A/B tested different creatives for SEM, SEO and Branding teams to improve conversion and user experiences across all channels, making each more profitable
- » Researched SEM conversion funnel and concluded better thank you messaging was needed; created a better post-lead experience resulting in a 15% increase in referred leads
- » Helped rethink user experience to remove blurred/gated content while increasing conversion by 16%

### UX/UI Designer - CROmetrics

April 2016 – March 2017

- » Designed UX and UI solutions for a variety of clients such as Fox News and Weight Watchers, to be used in conversion rate optimization testing
- » Worked with project managers and engineers to ensure an extraordinary user experience
- » Designed and illustrated collateral such as conference ads & signage, slide deck templates, and company swag

## Technical Skills

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### Tools

- » Sketch
- » Axure
- » Adobe CC
- » InVision
- » Optimizely
- » Google Optimize
- » Zeplin

### Languages

- » HTML
- » CSS
- » Sass
- » jQuery
- » Git

### Methods

- » A/B Testing
- » UX Optimization
- » Kanban
- » Agile

## Education

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### IDEO U

July 2019 – August 2019

Insights for Innovation Course

### The Iron Yard

August 2015 – November 2015

UI Design Graduate - Learned UI design principles for web and mobile, designed wireframes and mockups for projects using various design research methods, implemented responsive designs with HTML, CSS and Sass