Alex MacDuff

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Product Designer

Versatile and results-oriented Product Designer with 9 years of experience driving user-centered design across the full product lifecycle. Proven ability to deliver impactful digital experiences for web and mobile, leveraging user research, interaction and visual design skills, and effective cross-functional collaboration to achieve measurable outcomes.

Work Experience

UX Interaction Designer - Ameritas
September 2022 – Present

- Led user experience design initiatives for the company's central website, focusing on enhancing user workflows and overall experience.
- Improved key website metrics, including a 63% increase in hot lead conversions through user-centric design optimizations.
- Collaborated with product managers, engineers, and other stakeholders to translate user needs and business goals into effective design solutions.
- Conducted user testing and analysis to identify usability issues and drive iterative design improvements, resulting in a 38% increase in system usability score.
- Explored emerging technologies and design trends, such as AI, to identify opportunities for innovation and user experience enhancements.

Sr. Product Designer - AmerisourceBergen
May 2022 – September 2022

- Drove the design of a customer-facing digital portal, focusing on improving user engagement and simplifying complex information architecture.
- Conducted comprehensive user research, including heuristic evaluations, surveys, and interviews, to gain deep user insights and inform design strategy.

UX Strategist - Slide UX
August 2020 – March 2022

- Led the user experience design for critical digital solutions, navigating complex user needs and project constraints.
- Effectively communicated design concepts and rationale to stakeholders, fostering collaboration throughout the design lifecycle.

UX Interaction Designer - Deverus
July 2018 – March 2020

- Designed and prototyped key product features, contributing to the development of successful product strategies and partnerships.
- Contributed to the creation and maintenance of a design system to ensure UI consistency and development efficiency.
- Conducted user research activities, including interviews, surveys, and usability testing, to inform user-centered design decisions.

Web Designer - A Place For Mom   April 2017 – June 2018

- Significantly improved website performance, generating $2.55MM in annual revenue through data-driven Conversion Rate Optimization (CRO) strategies.
- Analyzed user behavior data (heatmaps, session recordings, analytics) to identify usability bottlenecks and opportunities for optimization.
- Collaborated with marketing teams to ensure a consistent and effective user experience across various digital touchpoints.

UI/UX Designer - CroMetrics   April 2016 – March 2017

- Designed and implemented A/B tests for UI/UX improvements across a range of client websites and applications such as Brooklinen, Hint Water, Ring, and Weight Watchers, using data to validate design decisions.

Skills

Technical Skills - Figma, Sketch, Axure, Adobe CC (Photoshop with Generative Fill, Illustrator), Miro, Optimizely, Asana, Atlassian

Methods - User-Centered Design, Cross-Functional Collaboration, Lightweight User Research (Usability Testing, Interviews, Surveys, Heuristic Evaluation), Prototyping (Interactive), A/B Testing, UX Optimization, Generative AI for Ideation and Visual Exploration (Microsoft Copilot, Adobe Photoshop), Agile

Languages - HTML, CSS, Sass, jQuery

Education

Insights for Innovation Certificate - IDEO U, *2019*

UI Design Certificate - The Iron Yard, *2015*