

Alexandra Hayes

Senior UI/UX Designer, Product Designer · Austin, TX · 347.407.6414

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Professional Summary

UI/UX Designer with over 7+ years of experience in website and mobile app design. Developed a unique online platform for Disney Lorcana, driving a notable 32% revenue increase through personalized game card creation. Proficient in collaborating with startups to deliver innovative solutions that meet user needs and business objectives. Proficient in creating visually appealing designs that prioritize user experience and usability. Experienced in graphic design for over 15+ years, focusing on visually appealing designs and staying updated on industry trends and best practices.

Work Experience

Senior UI/UX Designer, Product Designer

Carde.io, Austin, TX

Feb 2023 – Apr 2024

- Led the successful launch of an organized play platform for gaming events, achieving 90% positive user feedback and attracting prestigious clients such as Pokémon, MetaZoo and Magic the Gathering;
- Delivered a website for creating custom online game cards with unique designs, which led to a 32% revenue increase;
- Spearhead the creation and launch of mobile apps for iOS and Android, improving customer interaction and simplifying event management for game-related businesses. Notable clients include: UVS Games, One Piece, Kryptik;
- Implemented a versatile dashboard for businesses to analyze profit data by game store, serving both B2B and B2C requirements effectively.

Senior UI/UX Designer, Product Designer

AmberFi, San Francisco, CA

Jul 2022 – Feb 2023

- Led the design and launch of a multifunctional platform dedicated to the creation, sale, and buying of NFTs (Non-Fungible Tokens);
- Initiated the implementation of innovative gamification features within the NFT platform, resulting in a 30% increase in user engagement and retention;
- Enhanced brand identity through integrated UI design, resulting in a 40% increase in brand recognition and a 20% boost in customer loyalty;
- Administered team of designers, fostering collaboration to efficiently achieve project goals.

UI/UX Designer, Product Designer

Square Mill, San Jose, CA

Mar 2022 – Jul 2022

- Effectively led multiple projects at Square Mill web agency, fostering close client collaboration for successful outcomes and increased satisfaction;
- Redesigned the Lightship healthcare platform with user-centric UX enhancements, leading to a 33% increase in user engagement and improved overall effectiveness and satisfaction;
- Through close collaboration with developers and meticulous attention to detail, consistently delivered exceptional final products that surpassed client expectations.

UI/UX Designer

Freelancer, Europe

Jan 2020 – Apr 2022

- Managed global client collaborations, overseeing project requirements, resources, and budgets for a product team. Achieved timely delivery and enhanced efficiency by 20%;
- Supported travel, retail, and e-Commerce clients with impactful design work, focusing on website mock-ups, animations, and presentations. Optimized user experience and design aesthetics;
- Implemented data-driven design decisions, leading to a 25% reduction in bounce rates and a 15% increase in conversion rates across various platforms and campaigns.

UI/UX Designer, Graphic Designer

Sun Media, Israel

Jun 2018 – Dec 2020

- Created captivating advertisements on various social media platforms, increasing brand recognition and fostering active customer participation;
- Developed targeted advertising campaigns to promote company services, leveraging social media platforms for precise audience targeting;
- Designed and developed landing pages tailored to the needs of small businesses, facilitating lead generation and conversion.

Graphic Designer

Maestro, Ukraine

May 2010 – May 2018

- Revitalized the company's branding, attracting new customers and enhancing market presence through innovative design strategies;
- Produced visually appealing printed product catalogs that became the hallmark of the brand;
- Conceptualized and executed innovative ideas for product photoshoots, further elevating brand visibility and appeal.

Education

Odessa National Polytechnic University, Ukraine (2005 – 2010)

Computer Sciences, Information Technology Design and Management, Master's degree

Certificates

- Web Animation Mastery: Advanced Techniques with Figma (2023)
- Mastering UI/UX Design: Strategies for Digital Success (2021)
- Creative Web Design: Navigating the Digital Landscape (2018)

Skills

Software: Figma, Adobe Photoshop, Adobe Illustrator, AdobeXD, InDesign, Sketch, InVision, Miro, Jira.

Design: Interaction Design, User Interface, Prototyping (Physical and Digital), Visual Design, Wireframing, Animation, AI-driven software.

Research: User Interviews, User Testing, Information Architecture, Journey Mapping, A/B Testing, Competitor Analysis, Design Strategy.