

Alexandra Hayes

Senior UX/UI Designer · Austin, TX · 347.407.6414

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Professional Summary

UX/UI Designer with 8+ years of experience in crafting intuitive and visually compelling digital products. Adept at distilling complex requirements into elegant solutions that balance user needs and business goals. Strong expertise in user research, interaction design, and design systems.

Skills

User Research and Testing Methods: User Interviews, Usability Testing, Competitive Analysis, Qualitative and Quantitative Research, Personas Development, Empathy Mapping, Card Sorting, A/B Testing.

Design and Prototyping Tools: Figma, Adobe Creative Suite, Sketch, Miro.

Design Concept and approaches: Visual Design, AI-driven Software, Mobile-First Design, Information Architecture, Web Accessibility.

Development: HTML, CSS, JavaScript, Jira.

Work Experience

Design Lead

Apple, Austin, TX

Sep 2024 – present

- Designed and improved UX for internal iOS/macOS products, including Ergonomics App, Apple Visit, Inspections;
- Led user research and testing, optimizing workflows based on insights;
- Created wireframes and high-fidelity designs aligned with Apple guidelines;
- Partnered with business teams to align UX strategy with company goals;
- Optimized design handoff & documentation, improving cross-team efficiency.

Senior UX/UI Designer

Carde.io, Austin, TX

Feb 2023 – Jul 2024

- Led the successful launch of platform for gaming events, achieving 90% positive user feedback and attracting prestigious clients such as Pokémon, MetaZoo, and Magic the Gathering;
- Developed a unique online platform for Disney Lorcana, personalized card creation game service;
- Implemented a versatile dashboard for businesses to analyze profit data by game store, serving both B2B and B2C requirements effectively..

Senior UX/UI Designer

AmberFi, San Francisco, CA

Jul 2022 – Feb 2023

- Designed a multifunctional NFT platform, taking it from concept to live launch;
- Introduced gamification features, increasing user engagement by 30%;
- Enhanced brand identity through integrated UI design, boosting recognition by 40%.

Senior UX/UI Designer

Square Mill, San Jose, CA

Mar 2022 – Jul 2022

- Led multiple projects, enhancing client collaboration and satisfaction;
- Redesigned the Lightship healthcare platform, boosting engagement by 33%;
- Worked closely with developers to ensure top-tier product delivery.

UX/UI Designer**Freelancer, Europe***Jan 2020 – Apr 2022*

- Managed international projects, improving efficiency by 20%. Designed e-commerce websites, animations, and presentations. Led cross-functional teams for seamless project execution.

UX Designer, Graphic Designer**Sun Media, Israel***Jun 2018 – Dec 2020*

- Created social media ads, increasing brand recognition. Developed targeted ad campaigns to drive customer engagement. Led cross-functional teams for seamless project execution.

Graphic Designer**Maestro, Ukraine***May 2010 – May 2018*

- Revamped branding to attract new customers. Designed product catalogs and marketing materials. Led creative direction for product photoshoot.

Education**Odessa National Polytechnic University, Ukraine (2005 – 2010)**

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

Certificates

- Google UX Design Professional Certificate (2023)
- Figma Essentials: Mastering Design Techniques (2022)
- Advanced Prototyping with Figma (2021)