

ALEX LAZEAR

UX DESIGNER | RESEARCHER
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EDUCATION | TRAININGS

UX Design Immersive

General Assembly, Denver | 2019

MASA Global Leadership Fellow

Jerusalem, Israel | 2015

B.A. Degree in Anthropology

University of Northern Colorado | 2010-2014

SKILLS

Design: Concept Sketches, Wire framing, User flows, Personas, Story boarding, Material design. HIG Design, Graphic Design, Prototyping.

Research: Interviewing, User research, Journey mapping, Usability testing
Competitor analysis and research, Statistical analysis,

Collaboration: Project Management, Cross-Functional Team Communication, Content Creation/Management, SEO/SEM Techniques, Digital Marketing

TOOLS

Sketch	Wix
Invision	Wordpre
Anima	ss
Moqups	GIMP
Figma	Canva
Craft	Adobe CC
Anima	Microsoft
Divi	Suite
	Hootsuite

LANGUAGES

HTML
CSS

PROJECTS

[Standlogix \(On-spec\)](#)

[Identity Force\(Conceptual\)](#)

EXPERIENCE

FREELANCE UX DESIGN

2016 - PRESENT

Designed and redesigned 1-5 page sites for healthcare providers and small tech companies.

- Created small business site for Dr. Jeri Wolman, therapist practice. Received best practice analysis and implementation, competitor/industry analysis, wireframes, heuristic evaluations, color selection, and imagery selection.
- Edited and helped maintain site for Bendorf & Abramson, an electrical systems independent sales representative. Redesigned digital and analog linecard for Bendorf & Abramson.

UX DESIGNER AND RESEARCHER

STANDLOGIX | JUNE 2019-JULY 2019

Short-term contract for redesign of admin dashboard for a startup that focused on the usage of standing desks in open office environments.

- Expanded the design of administrative dashboard from 3 screens to 10 computer, 5 tablet, and 5 cell phone screens.
- Used Sketch, Invision, and Zepelin to create hi-fi mockups, prototypes and deliverable files.
- Conducted in-depth research, including competitor analysis, 4 user interviews, affinity mapping, journey mapping, and personas.
- Provided in depth analysis into next steps in company planning.

DIGITAL MARKETING ASSOCIATE AND WEB DESIGNER

GREEN VINE MARKETING | JUL 2017 - APR 2019

Managed day to day work for business, focused specifically on the design and implementation of the new and redesigned websites for clients, as well as tailoring general marketing needs for different clients..

- Designed and launched 10 websites for multiple industries through a multi-step process including: client consultation, wire framing initial project concepts in Moqups, implementation of content, project management of the coding team, editing of HTML/CSS code and monitoring of site upon completion to ensure proper implementation.
- Through the implementation of Moqups for wireframing, user flows, heuristic analysis and note taking was able to bring planning time on both externally coded sites and WYSIWYG sites down from months to weeks.
- Improved open rate of emails to 6% from less than 1% and click through rate to 3% from less than 1% by redesigning Green Vines newsletter format, content, and layout. Email design and implementation were handled through Zoho Campaigns.
- Additionally ran 3 newsletter campaigns, managed between 7-11 accounts simultaneously including various social media profiles, copywrote blog posts, designed logos and other marketing collateral, and oversaw 6 interns.