ALEJANDRO VEGA

PRODUCT DESIGNER

Passionate about visual communication and human-computer interactions, advocating for user-centered design. Strives to create innovative digital products focused on solving real human needs. Possesses a diverse background in marketing, graphic and industrial design with a deep interest in digital experiences, rapid prototyping and agile methodology.

WORK EXPERIENCE

PRODUCT DESIGNER | ENTERPRISE
ForeFlight, a Boeing company, Austin TX | 2019-Present

Responsible for taking digital products from the early stages of its conceptual idea to its full implementation with developers. This means performing a mix of tasks related to the fields of Research, User Experience, Interaction and Visual Design, such as:

• Gather requirements from stakeholders about the product and define personas and main user cases.

• Brainstorming various product directions, create low-fidelity wireframes and turning them into clickable prototypes.

• Writing usability testing scripts, coordinate and conduct usability test sessions.

• Understanding and evaluating research findings to improve experience design.

• Translating wireframes into visually-designed screens, including all the interaction states of the experience and creating animations and micro-interactions that can improve the product experience.

• Collaborating with developers to ensure the visual design translates to the final experience by using existing UI patterns from the design library and handing over detailed redlines.

• Designing for responsive experiences and accessibility.

LEAD VISUAL DESIGNER / UX DESIGNER
Alen Corp, Austin TX | 2012-2019

• Redesigned the air purifiers filter pages on alencorp.com using a user centered and mobile first approach. This radical redesign helped to streamline the process of getting a replacement filter by making it more user friendly and visually compelling. Using a responsive framework allowed to decrease costs by reusing the page codebase and provided a robust scalability. Redesigning this page meant an increase of revenue by 31%.

• Designed and implemented in Shopify a filter selectivity pop up screen that allows user have more information about any specific filter and select it in that context. The addition of this module to the product page improved the conversion rates in filters and filter bundles by 23%.

• Created a User Experience documentation with Personas and a comprehensive Heuristic Evaluation to be used by designers and developers alike and help them keep focused on user goals. This represented a substantial improvement in the design and development process.

• Designed wireframes, interactive prototypes and visual design of the 'Why Design Matters' Landing Page on alencorp.com. This page helped to increased the revenue by providing an interactive and visually compelling experience about customizing air purifiers based on specific interior design styles.

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WORK EXPERIENCE (Continued)

WEB DESIGNER / FRONT END DEVELOPER
BancVue (Currently Kasasa), Austin TX | 2009-2012

• Designed wireframes, interactive prototypes and high-fidelity mockups of webpages for community banks and credit unions.

• Designed and coded HTML email campaigns and landing pages for both clients and internal use.

• Designed billboards, brochures, magazine ads and other marketing collateral for community banks and credit unions.

FREELANCE UX DESIGNER / ART DIRECTOR
Alejandro Vega Design, Austin TX | 2008-Present

• Designed and conceptualized the visual identity and website for gotReps, a liaison platform between potential clients – usually not in the US – and customer representatives looking for work in commercial expositions and tradeshows.

• Design of the visual identity and website for Guantanamera, a fine Cuban restaurant in Austin, Texas.

• Designed infographics for Signet Interactive used to explain concepts such as web metrics and digital marketing.

GRAPHIC / WEB DESIGNER
Mercury Mambo, Austin TX | 2005-2009

• Responsible for art-directing and design the 2008 Dr Pepper campaign for the hispanic market in the US, print collateral, merchandising and point-of-sale marketing materials as well as the promotional webpage.

• Designed point-of-sale print materials, billboards, car wrap graphics and other collateral for 7Up Ad campaign targeted to the hispanic market in the US.

GRAPHIC / MULTIMEDIA DESIGNER
Grafos Advertising Agency, Havana Cuba | 2001-2004

EDUCATION

CERTIFICATE IN INTERACTION AND USER EXPERIENCE DESIGN
University of California at San Diego
Coursera.org (online) | 2016

ASSOCIATE DEGREE IN INTERACTION AND WEB DESIGN
Austin Community College
Austin, TX | 2009

BACHELORS DEGREE, INDUSTRIAL DESIGN
Institute of Industrial Design
Havana, Cuba | 2001

AREAS OF EXPERTISE

Product Design | UX Design | UI Design | Rapid prototyping in Sketch, Adobe XD, and InVision | Agile Development Methodology | Wireframing | Usability Testing | Shopify e-commerce platform | HTML Email Marketing | Adobe CC | Boostrap and Foundation frameworks | HTML, CSS, JS | Photo and Video Editing

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