Alejandra Anderson

UI/UX Designer

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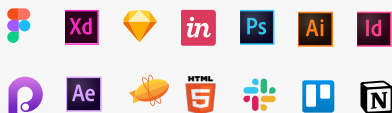beyondmedia@gmail.com
778-388-4442
Vancouver, B.C. Canada

I am a UX designer and strategist from Vancouver, B.C. I draw from over ten years of creative direction to create beautiful, valuable and intuitive digital experiences

I am an optimistic, curious, analytical, self-motivated, and well-rounded designer. I validate assumptions through UX research, build relationships across teams, communicate insights to stakeholders, conceptualize, design, test, and prototype to deliver lasting customer and shareholder value

Skills

Figma, XD, Sketch, InVision, Photoshop, Illustrator, InDesign Principle, After Effects, Zeplin HTML, CSS, Notion, Basecamp, Slack, Trello, Miro, Zoom

Experience

UX Designer | BC Marine Trails

2020 - Present | Vancouver, B.C.

- Conduct user research and stakeholder interviews
- Balance business strategy with research insights in order to generate unique solutions for the clients' digital needs
- Present strategy briefs and decks to clients, partners, and colleagues
- Synthesize discovery research into a strategic approach and create deliverables such as strategy briefs and presentation decks
- Effectively prioritize projects, manage tasks, and communicate with the project management team

Assistant Creative Director | Kimbo Design

2014- 2016 | Vancouver, B.C.

- Leveraged superior leadership and management traits while guiding more than four cross-functional teams on a $2M multi-channel campaign for the government of British Columbia – boosting overall agency revenue by 50%
- The Imagine Kootenay website successfully merged two websites resulting in a Gold Excellence in Economic Development for the city.
- Improved skills of junior design colleagues through training, mentoring, and introducing a positive working environment

Art Director | Creative Spirit Communications

2007-2011 | Vancouver, B.C.

- Designed various websites, touch screens, interactive graphics, flash animations, and videos for multiple businesses and organizations

Education & Credentials

UX Design Diploma | BrainStation | 2020

Intro to IOS Certificate | Lighthouse Labs | 2016

Advance Communications Certificate| Landmark | 2012

Multimedia Certificate | UBC / Collaboration with Emily Carr | 2002

Awards

2020 Ernst & Young / BrainStation Sprint Winner
My team won a three-day sprint among 121 people