

Alejandra Anderson

Product Designer

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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

- UX / UI Design (for 3D, AI and or AR)
- Mockups, Prototyping & Testing
- Interaction Design, UX Research
- Information Architecture
- Figma & Adobe Creative Suite
- ChatGPT & Midjourney
- Agile Methodologies
- Cross-Functional Team Leadership
- HTML & CSS

Experience

Senior UX/UI Designer | Nextech3D.AI

2023 - 2024 | Toronto, Ontario (Remote)

- Led UX/UI design for immersive 3D, AI, and AR products.
- Conducted UX research; designed wireframes, mockups, and prototypes.
- Collaborated with cross-functional teams in agile sprints to deliver cutting-edge solutions.

UX/UI Designer | TractionRec (Traction on Demand now Salesforce)

2021 - 2023 | Vancouver, B.C.

- Managed UX research, strategy, and design for a SaaS product, enhancing user experience.
- Prototyped and tested solutions to complex interaction problems, ensuring innovative outcomes.

UX Designer/Strategist (Volunteer) | BCMT

2020 - 2021 | Vancouver, B.C.

- Defined UX strategy and conducted research, balancing business strategy with user insights.

Associate Creative Director | KIMBO Design Inc.

2014 - 2016 | Vancouver, B.C.

- Led multi-channel campaigns, driving 50% revenue growth and award-winning designs.
- The Imagine Kootenay website successfully merged two websites resulting in a Gold Excellence in Economic Development for the city.

Education & Credentials

Spline, UI Design for AR, Motion Design in Figma | Udemy | 23-24

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 students.