

# Alejandra Anderson

Product Designer

[AlejandraAnderson.com](http://AlejandraAnderson.com)

[beyondmedia@gmail.com](mailto:beyondmedia@gmail.com)

[linkedin.com/in/beyondmedia](https://linkedin.com/in/beyondmedia)

778-388-4442

Vancouver, B.C. Canada

Hi! 🙌 I am Alejandra a UX designer and strategist from Vancouver, B.C. I have 4 years of UX experience and draw from over ten plus 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

- Cross-Functional Team Leadership
- 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
- Microsoft Products

## 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.

- Regularly engage with customers to develop a thorough understanding of their needs and pain points.
- Prototyped and tested solutions to complex interaction problems, ensuring innovative outcomes.

### UX Designer/Strategist (Volunteer) | BCMT

2020 – 2021 | Vancouver, B.C.

- Collaborated with stakeholder, technical team and users to balance business strategy with user insights.
- Created a UX strategy based on qualitative and quantitative data to drive customer and business outcomes

### Associate Creative Director | KIMBO Design Inc.

2014 – 2016 | Vancouver, B.C.

- Personally designed and directed websites and multi-channel campaigns, driving 50% revenue growth
- 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.