

ALEX LEE

FULL STACK PRODUCT DESIGNER - 11 YEARS

Delivers complete brand experiences that are logically thoughtful, emotionally engaging, and gestalt sensitive.

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Culver City, California

EXPERIENCE

ATOM TICKETS 2016-PRESENT

Lead App Product Designer

Movie ticketing app redesign and product improvements to web.

Primary stakeholder of a team of three designers and two product managers to research, strategize, test and redesign the Atom app. Our goals was to reduce bounce, increase retention, increase ad impressions, and improve session conversion for a user base of over 2 million users. Current test results, using 50% user base, currently show all targets trending upward, with significant margins in several categories (more information currently NDA).

HONK 2015-2016

Creative Director / Product Designer

Brand Identity, Onboarding, Emails Campaigns, TV spot, Fleet Manager CRM.

Established the Honk brand identity to achieve consistency of visual aesthetic and tone of voice with the company's maturation as a startup. Lead the production of the creation of a TV spot, onboarding animated spot, and onboarding instructional series. Created a roadside assistance platform for fleet managers and their drivers with an UX designer.

TIGER LEAD (MOVE) 2014-2016

Lead UX/UI Designer

SEO focused white label realtor sites, Realtor.com agent CRM dashboard.

I lead a team of one product designer and one fullstack engineer to research, strategize, design and launch a new consumer experience within six weeks. Bounce rate was cut by 50%, click through increased 30% and conversion increased 3%. When the company was acquired, I helped lead a team of three designers to envision a platform to integrate several of Move's products into a singular CRM.

DOGVACAY 2012-2014

Creative Director / Principal Product Designer

Fourth employee and sole designer for nearly three years.

I designed the foundation product and brand/marketing for a successful dog boarding startup that went on to raise over \$47 million through a Series B round. I was responsible for the web/mobile consumer and host platforms as well as the creation of marketing assets, lifecycle campaigns and brand identity guidelines. As director, establishing consumer trust, creating the company tag line and maneuvering the company to identify the pet as the primary client were key milestones.

SEGA 2012

Web Content Producer (Contract)

Video tutorials and tournament registration website.

11AMPS 2007-2012

Lead Designer

Facebook marketplaces, SEO Websites, Social Media Marketing.

SKILLS

- » Product Strategy
- » User Experience Design
- » Interaction & Visual Design
- » Brand Design
- » Creative Direction
- » Interactive & Software Prototyping
- » User Testing
- » Video Editing, Motion Graphics
- » Presentation Decks
- » HTML5, CSS, Javascript
- » SEO Strategy

TOOLS

- » Sketch & Zeplin
- » Photoshop, Illustrator, In Design
- » After Effects, Premiere
- » Invision, Framer, Principle, Overflow
- » Sublime Text
- » Optimizely, Looker
- » Usability Hub, UserTesting.com, Focus Groups
- » Jira, Confluence

EDUCATION

**BFA, California Polytechnic University
Pomona - 2006**

AWARDS

Webby Awards Honoree 2013, 2014

WEB SERVICES & APPLICATIONS CATEGORY
DogVacay.com

2D/3D Dot Art Show 2006

Honorary Mention