

Alex Saunders

UX / Product Designer

Experience

MasterControl

May 2024 - Jan 2025

Product Designer

- Audited 100+ UI components across the platform, identifying inconsistencies and improving design system standardization
- Designed and prototyped UI components aligned with system guidelines and accessibility standards
- Contributed to the migration of the design system to new platform, improving cross-team usability and adoption
- Collaborated with product managers and senior designers to refine UI patterns and improve handoff efficiency
- Participated in design critiques and research initiatives to inform product decisions and improve user experience

My Dearest Friends

Jan 2025 - May 2025

Product Designer + Brand Strategist

- Increased apparel sales through data-informed marketing and improved digital user experience
- Analyzed customer behavior across online and in-person channels to optimize engagement and conversion
- Managed social media presence and aligned brand messaging with target audience preferences

BigAI's Designs

Nov 2023 - Present

Freelance Web Designer

- Applying a thorough UX Design process to design and develop user-centered websites that strengthen online presence and drive engagement
- Leverage AI as an assistive design partner to enhance the design process, constantly learning and refining AI skills and best practices
- Experienced in translating business goals into intuitive, conversion-focused user experiences

UVU Registrar's Office

Jan 2023 - Jun 2023

UX Designer

- Led end-to-end redesign of registrar website based on staff and user needs
- Conducted user research using surveys and eye-tracking technology to identify usability issues
- Created wireframes, prototypes, and final UI designs to improve navigation and task completion
- Validated design decisions through user testing, improving overall usability and clarity of information
- Delivered fully documented design solution for implementation

Skills

Design

Design Systems • AI-Assisted Workflow • Problem Framing & Solution Driven • User Research & User Process • Collaboration • Communication • Business Minded • Ecosystems Thinking • Thorough Design Process

Software

Figma, Adobe Suite, Miro, Jira, Confluence, Knapsack, Rive, Spline, FigmaMake, Figma Sites, Framer, Webflow

Education

Utah Valley University

Web Design & Development - User Experience & Interaction Design Emphasis | B.S.

Contact

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