Alexis Cortez

UX/UI Designer

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experience

UX/UI Designer
Sites USA
Nov 2022 - Present

- Led company initiatives in UX Research and Design to improve the UX maturity score from a low score (0) to a medium score (3) in two years.
- Conducted user research calls with 30+ active users to develop user personas; Presented personas to leadership and marketing/sales teams in effort to increase user trainings and retention by 3% annually.
- Collaborated with programming teams to redevelop a more efficient design/development process; Led teams to create a product roadmap for the first time in company history.
- Designed 30+ enhancements and features for REGIS Online for an Agile programming team, with new product features and enhancements releasing on average once per month.
- Automated a user request system using Notion; Captured 400+ user requests from 1,200 active users.

Graphic Designer
Sites USA
June 2021 - Nov 2022

- Created brand guidelines for the company and product lines to ensure brand consistency across marketing, programming, sales, and internal planning teams.
- Designed 15 email drip campaigns to engage current product users, and 5 email drip campaigns to encourage and entice lost users to return, resulting in a 50% lead increase.
- Edited 40+ videos for various platforms, leading to a total gain of 1,000+ followers on LinkedIn
- Researched and Wrote 30 industry-centered blog articles using SEO, leading to 25% lead increase.

Design Intern
Arizona State Fair and Exposition
June 2020 - Oct 2020

- Collaborated with 5+ teams to design, plan, and execute a new, safe experience for state fair goers in a fast-changing environment.
- Designed a new theme, logos, marketing materials, digital campaign assets, and social media strategies for a drive-thru style state fair experience.
- Created sponsored printed, digital, and video content for social media and marketing teams.

Design Intern
CBRE
May 2019 - Aug 2019

- Developed templates for a global handbook to increase environmental knowledge of 6+ redesigned offices for Motorola Solutions employees.
- Executed a rebranding for Motorola Solutions Corporate Real Estate team, including an updated logo, a series of PowerPoint slides, and team outreach materials.
- Presented final design products and materials to Motorola Solutions and CBRE leadership teams.

education

Arizona State University

B.S.D in Graphic Design, Summa Cum Laude
Minor in Sales and Marketing Essentials

M.S. in User Experience, With Distinction

tools

Adobe Creative Suite	Figma	Typeform
Adobe XD	Sketch	Optimal Workshop
Illustrator	Miro	Mailchimp
Photoshop	Balsamiq	Trello

skills

Design
Ideation, Low/High Fidelity Wireframes, Style Guides and Libraries, Responsive Design, Mobile Friendly, Rapid Prototype

User Research
Surveys, User Interviews, Personas, Journey Mapping, Heuristic Evaluation, Usability Testing, Task Analysis

Other
Basic HTML, CSS, Angular, Cross-Functional Collaboration, Presentation Design, Video Editing and Animation