

ALEXIS ROIZEN, UX & Behavior Designer

5+ Years in UX / UI / Digital Product Design

10+ Years in Visual Design

Looking for a role to use my UX & behavior design expertise
+ gain deeper experience in the UX research process.

BitBounce, Founding UX Designer & Chief Design Officer

April 2015 – June 2019, San Mateo CA

Sole designer responsible for experience and brand design. Worked in a fast-paced, cross collaborative, start-up culture to launch an email paywall to monetize consumer attention. Designed and refined the email interface experience, web dashboard, iOS and Android apps, a live cryptocurrency exchange and an email campaign creator (like MailChimp) for our users and customers in mobile-first environment.

Behavior Delta, Behavior Designer & Product Designer

January 2017 – August 2017, Redwood City CA

Worked with team of behavior design experts to blend visual design with behavior design for app development and experience design. Used behavior design outcomes in wire framing and prototyping to iterate and improve user behavior. Company driven by total number of people impacted instead of total number of dollars made.

Freelance, Brand, Visual & UX Designer

September 2014 – April 2015, Redwood City, CA

Designed for logos, websites, pitch decks, presentations, print materials and other various business needs. Worked as my own production manager to complete multiple projects at various stages.

Rainmaker Creative, Creative Director

September 2011 – August 2014, Spokane WA

Oversaw a team of junior designers, engineers, photographers and copywriters. Worked on projects in website design, business positioning, user experience, user interface from app to in-store kiosks, print, environmental, trade show, vehicle, presentations etc. Promoted from Senior Visual Designer in 9 months and personally generated an annual profit growth of \$300k (2013–2014).

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Academy of Art University, MFA Graphic Design

September 2009 – May 2010

One year completed

University of Idaho, BS Public Relations

September 2004 – December 2008

Minor in Art, Graphic Design

Managing Editor and Production Editor of student newspaper, The Argonaut

Editor for Student Government newsletter

Skills

Digital Tools

Sketch

Illustrator

Photoshop

InVision

Process

Brainstorming

Wire framing

Journey Mapping

Crispifying

Focus Mapping

Easifying

Starfishing

Prototyping

Snap Testing

Waterfall & Agile

Personal Interests

Human Centered Design

Design Thinking

Behavioral Economics

Public Policy

Quilting, Guitar & Reading