

JANICE ALEXANDER

People-obsessed product designer and brand storyteller with a passion for creative problem-solving.

SKILLS

UI Design
Prototyping
UX Writing
User Research + Persona Creation
Usability Testing
Product Strategy
Design Sprint Facilitation
Project Management
Brand Development and Storytelling

TOOLS

DESIGN AND DEVELOPMENT

Adobe XD, Photoshop, Illustrator, Wordpress

PROJECT MANAGEMENT

Asana, JIRA, Notion, Trello

ANALYTICS & PERFORMANCE

Google Analytics

MARKETING

Hubspot, Buffer, Mailchimp, Hootsuite, Google Adwords, Canva

EDUCATION

University of the West Indies

BA Integrated Marketing Communications

CONTACT ME

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 Janice Alexander

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BRAND MANAGER & PRODUCT DESIGNER

QualityWorks Consulting Group | 2017 - present

Company Website Redesign and Development

- Conducted Market/User Research and Testing
- Completed UI Design and Prototype Development
- Wrote website copy
- Managed project team and end-to-end development process

Results: 45% increase in website traffic, 50% increase in session duration, a 33% increase in users, a 2% increase in conversion rates

Nimble* Web App - MVP Design + Product Strategy

- Facilitated a design sprint to map out and test key features for the MVP of Nimble, a test case management tool.
- Conducted UX Research to build the ideal user profile
- Co-designed the UI for key app screens
- Designed the app's landing page as well as wrote the site copy to attract beta Users
- Created a marketing strategy to drive target beta users to sign up for the app

Software Testing Bootcamp - Web Page Design + Marketing

- Conducted user research to build a profile of target candidate for training Bootcamp
- Designed a web page for a training Bootcamp to attract candidate sign-ups
- Implemented design in WordPress
- Wrote webpage copy and created marketing messaging
- Developed and executed Marketing Campaign

Results: Exceeded target number of sign-ups by 110%, Achieved 2.5% landing page conversion rate

Mobile Game UI + Product Strategy

- Led ideation for a full-scale redesign of an outdated narrative-style game focused on teaching youth leadership
- Created a design system with elements for the GUI (buttons, menus, materials, fonts, colours, etc)
- Wrote script for sections of the game narrative
- Led the definition of game character styles
- Conceptualized mini-games for the app to create a more engaging app experience
- Created and managed a focus group for user testing

Company Brand and Marketing Management

- Coordinate and direct company-wide strategic marketing efforts
- Execute all marketing functions - Design, Content & Social, Promotion, PR, Market Research, etc
- Responsible for Building Brand Identity and Brand Marketing Strategy

DESIGN CONSULTANT

Various Projects

Design Sprint Facilitation + Onboarding Feature Design

Shopy*- Social Commerce Mobile App

Website Design and Brand Strategy

Global Speech and Rehab Services - Speech Therapy Center, FL

E-commerce Site Design + Project Management

Shangri-la Flowers and Gifts - Florist