



Alex Switzer | Philadelphia, PA

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Experience

UI/UX Designer | Purpose Financial

(February 2020 - Present)

- Create and maintain internal style guides, component libraries and implement new design patterns for Purpose Financial's products
- Mockup responsive wireframes to high-fidelity screens within Sketch/Figma and create prototypes using InVision/Figma for front-end and back-end product sites
- Work closely with Development to review product sites and on occasion pass off CSS/HTML
- Work with stakeholders such as development, product owners and other UX designers to meet the needs of the business

Senior Design Manager | Jones Lang LaSalle

Senior Designer | Jones Lang LaSalle

Designer | Jones Lang LaSalle

(February 2017 - February 2020)

- Manage and lead the Business Development Team's Design Team
- Create and produce print, web and interactive design materials
- Collaborate with teammates, business stakeholders and clients to conceive and suggest design mediums and tools that will be the most creative and effective solution for success

Designer | ARA, A Newmark Company

(August 2015 - February 2017)

- Create and produce print, web and interactive design materials for pitches, Offering Memorandums and presentations
- Manage and produce all eBlast/property site related material for listings

Marketing and Communications Coordinator | Sibley Memorial Hospital

Marketing and Communications Assistant | Sibley Memorial Hospital

(July 2013 - July 2015)

- Responsible for developing and implementing strategic marketing plans by using creative graphic design skills and knowledge of Adobe Create Suite to execute effective design solutions for internal and external marketing efforts

Skills

Figma, Zeplin, Sketch, InVision, Helio, LogRocket, Prototyping, Wireframing, User Flows, Design Systems, UX Interviews, UX Best Practices

Additional Skills:

HTML/CSS, Adobe Creative Suite Products, Microsoft Office

Education

General Assembly

User Experience Design Circuit
(2019)

James Madison University

Harrisonburg, VA
(2013)

Bachelor of Science, Health Services Administration,
Minor: Business