Alexandria Goree

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Summary

New York City-based freelance product designer specializing in UI, UX, graphics, and illustration.

6+ years of professional design experience with previous clients including Google, Interbrand, Prophet, Digiday, Everyday Health, Yodle, Mamamia, and Hudson Gray.

Education

BA in Fine Arts & Communication with Graphic Design concentration
University of Pennsylvania 2012

CONTINUING EDUCATION:

Getting Started with JavaScript, HTML5, CSS3, and jQuery / Intro to Information Architecture / Interaction Design & Strategy
School of Visual Arts

UX Design II
New York University

Skills

Responsive web	Style guide
iOS/Android apps	Graphics
Wireframing	Illustration
User research	Data viz
Usability testing	Dashboards
Prototyping	Photo retouching
Email design	Sketch
HTML5/CSS3	InVision
jQuery	Photoshop
Art direction	Illustrator
Branding	InDesign

Experience

Contract Visual Designer
GOOGLE / Jun 2017–Jun 2018

- Conceptualized and designed graphics, illustrations, data visualizations, and web layout for articles on ThinkwithGoogle.com, a resource for marketers on Google data and B2B insights
- Prototyped UI design for data collection feature that allows users to examine data points within an article to then download and share
- Streamlined editorial design process during transition from agency to in-house in collaboration with marketers, editors, project managers, and web producers

Freelance Product Designer
EVERYDAY HEALTH / Oct 2016–Mar 2017

- Developed UI, UX, illustration, and visual branding for personalized pregnancy and parenting website and iOS/Android app What to Expect
- Created wireframes, site maps, and prototypes in InVision and performed user-testing to validate design thinking
- Launched two new iOS features: native view of iOS articles and search within app. Other projects were web community forum, iOS app landing screens, articles for iOS and Android apps, and registration flow for iOS app and email newsletter
- Collaborated with engineering, editorial, and marketing teams and presented designs to key stakeholders to build buy-in and align with business goals

Freelance UX/UI Designer
INTERBRAND / Jun 2016–Jul 2016

- Created wireframes and mockups for web design of hospital system Dignity Health. UI mockups included main website, templates for regional and hospital sites, informational pages about history and leadership, articles and editorial content, and classes and events
- Improved patient UX with new features, such as Find a Doctor tool and an upgraded billing experience

Freelance Visual Designer
YODLE / Mar 2016–Jun 2016

- Designed UI for marketing software including a multi-step email builder tool and contact page, in collaboration with UX and engineering teams
- Responsible for illustrations, art direction, concept sketches, and layout design for emails and marketing material

- Worked with copy editor and animator to create storyboard and illustrations for instructional animation on setting up a Google pin for businesses
- Designed email campaign that exceeded lead generation goals with 161 new leads in one day and a 37.1% open rate, 3.5% CTR, and 0.2% unsubscribe rate

Visual Designer
DIGIDAY / Jan 2015–Jan 2016

- Led UX and UI design for digital products, such as digiday.com menu, daily email newsletter, meeting scheduler app, and microsites for Events, Career Board, and Content Studio
- Launched full re-design of Event site, including design and front-end build from scratch using HTML/CSS/JavaScript/jQuery
- Participated in product strategy to create wireframes and prototypes in Illustrator and Sketch
- Developed branding and created illustrations, infographics, reports, and layout design for digital products, events, and marketing

Graphic Designer
THOMSON REUTERS / Sep 2012–Dec 2014

- Supported 80+ internal marketing and sales clients with print and web design for financial software products
- Coordinated multiple client requests at a time to create marketing materials, sales documents, websites, infographics, logos, digital banner ads, presentations, print ads, brochures, reports, and event signage
- Designed responsive UI prototype for microsite for eLearning product