

Alexandria Goree

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summary

I'm a New York-based freelance product designer specializing in UI, UX, and illustration.

Clients have included Interbrand, Yodle, Everyday Health, Digiday, Mamamia, Hudson Gray, and Brainiad.

education

BA in Fine Arts & Communication / 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

Web & mobile	Illustration
Responsive	Photo retouching
Wireframing	Sketch
User-testing	InVision
Prototyping	Photoshop
Art direction	Illustrator
Branding	InDesign
Email design	HTML5/CSS3
Graphics	jQuery

experience

Freelance Product Designer

EVERYDAY HEALTH / 10.2016 – 3.2017

- Developed UI, UX, illustration, and visual branding for personalized pregnancy and parenting website and app What to Expect. Created wireframes, site maps and prototypes in InVision and performed user-testing to validate design thinking
- Helped launch 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

Freelance UX/UI Designer

INTERBRAND / 6.2016 – 7.2017

- 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 the Find a Doctor tool and an upgraded billing experience

Freelance Visual Designer

YODLE / 3.2016 – 6.2016

- 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
- 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 / 4.2015 – 1.2016

- Led UX and UI design for digital products, such as daily email newsletter, meeting scheduler application, navigation menu, and microsites for Events, Career Board, and Content Studio
- Launched full re-design of Event site, including wireframes, prototype in Sketch, and front-end build from scratch using HTML/CSS/JavaScript/jQuery
- Developed branding, illustrations, and infographics for events and marketing

Graphic Designer

THOMSON REUTERS / 9.2012 – 12.2014

- Supported 80+ internal marketing and sales clients to design and update marketing materials, sales documents, web pages, infographics, logos, digital banner ads, presentations, print ads, brochures, reports, and event signage