Alexa Kaminsky

Senior UX Designer & Product Designer

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Full Time Experience

Booking.com

Senior UX Designer - Occupancy & Pricing   July '17 - Now

Alleviating a pain point that affects our customers, our accommodations, and the business. Researching the problem with moderated and unmoderated user research and by using quantiative data from our databases, google analytics, and A/B test results. Collaborating with different teams and involving relevant stakeholders to create a holistic product. Working on initiatives that foster collaboration and identifying opportunities to grow others within our community of over 250 designers.

UX Designer - Localization   Jun '16 - Jun '17

Worked on improving the customer's experience of booking a resort. Conducted customer and partner user tests. Used an iterative data-driven process to optimize the user experience. Designed and coded for multi-platform web use. Used A/B testing to measure the impact of my designs on our customers and our overall product.

UX Designer - Internal CRM Tool   Jan '15 - May '16

Designed an internal CRM tool to help our local offices prioritize their daily work. Spent 6 months researching, designing, implementing, and iterating on a feature which allowed them to effectively plan their visits to their partners. I also designed an Android app version of this feature and it was implemented during a hackathon.

Aereo

UX Designer / Front-End Developer   Mar '14 - Nov '14

I designed and implemented an improved sign up flow using A/B testing, created landing pages that increased account sign ups, and created responsive email marketing campaigns through ExactTarget. I also wireframed concepts and developed the user flow for the next iteration of our platform. Unfortunately Aereo filed for Chapter 11 due to their legal battles, so our ideas never came to fruition.

Pingg / Celebrations

UX Designer / Front-End Developer   Jun '12 - Mar '14

I wireframed UI concepts, developed user flows, and implemented my designs in HAML, SASS, and LESS. Pingg was acquired by Celebrations.com and after the acquisition, I was responsible for designing one cohesive site.

Education

Georgia Tech

B.S Computational Media
Class of May 2012
3.77 / 4.0

Skills

User-centered design
· Wireframing
· Prototyping
· Persona/Scenario Creation
· User Interviews
· Survey Design
· Design Sprints
· Usability Testing
· Defining Use Cases

Programming
· HTML & CSS
· SQL
· Basic jQuery
· Basic UNIX
· GIT

Tools
· Sketch
· Invision App
· Usertesting.com
· Balsamiq Mockups
· Hotjar

Freelance
· CourseCraft
· Suite1521
· Starry
· Inventaprint
· Jessica Lichtenstein
· Dr. Dana Stern
· Headwall Sports