Alexa Kaminsky

Product Designer

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Booking.com

Senior Designer	Dec '17 - Now
UX Designer	3 years	Jan '15 - Dec '17

Worked on a problem that caused friction for our customers, accommodations, and business. Created designs that holistically connect different areas of the product to provide a cohesive experience. Conducted in person, remote, and unmoderated customer and accommodation research to gather qualitative data. Gatherd quantitive data using google analytics, A/B tests, and queried our own databases. Managed relationships with stakeholders and increased awareness of the problem to the product and tech communities. Provided motivation to energize our cross functional team of 10 while solving the problem.

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

Worked on an internal CRM tool to help our local offices prioritize their daily work. Researched, designed, and implemented (in HTML/CSS) a new product which allowed our internal customers to effectively plan trips to their accounts and a new feature which enabled them to search through their accounts efficiently.

Constant involvement in our design community of over 200 designers. Mentored, gave trainings, organized internal events, facilitated collaborative brainstorms.

Aereo

UX Designer / Front-End Developer	8 mo	Mar '14 - Nov '14

Designed and implemented an improved sign up flow using A/B testing. Created landing pages that increased account sign ups. Created responsive email marketing campaigns through ExactTarget. Wireframed new product concepts and developed the user flows for the next iteration of our platform.

Pingg / Celebrations

UX Designer / Front-End Developer	1 yr 9 mo	Jun '12 - Mar '14

Wireframed UI concepts, developed user flows, and implemented them in HAML, SASS, and LESS. Remotely worked with the development team, based in Toronto, and connected them with the product team in New York.

Skills

Design

Journey mapping
Persona creation
Prototyping
User flows
User interviews
User stories
Usability testing
Wireframing

Programming

Basic jQuery
GIT
HTML & CSS
SQL

Tools

Balsamiq Mockups
Hotjar
Invision App
Sketch
User Zoom
Usertesting.com

Education

Georgia Tech

Bachelors
Computational Media
Class of May 2012
3.77 / 4.0