




Alexa Kaminsky

Lead Product Designer

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Booking.com

Lead Designer May '19 - now

- Led product and design initiatives across many teams in different areas of the company with various stakeholders.
- Partnered with product and tech leaders to define, identify, and manage strategic initiatives.
- Defined, facilitated, and implemented processes within the teams to be user focused and achieve product objectives.
- Championed the user's needs while balancing them with business goals through challenging and ambiguous situations.
- Empowered, coached, and mentored 6-8 designers, at a time, to improve their craft and achieve their personal career goals.
- Fostered a 25 person UX community (designers, copywriters and researchers) which enabled them to collaborate, support, and learn from each other.

Senior Designer Dec '17 - May '19

- Designed holistic solutions to solve problems for our customers, accommodation partners, and business.
- Created, visualized, and managed the product strategy and execution roadmap for a project with many stakeholders.
- Planned and conducted moderated and unmoderated user research sessions.
- Gathered quantitative data through google analytics, running A/B tests, and querying our databases.
- Managed relationships with stakeholders and increased awareness of the problem to the product and tech communities.

UX Designer Jan '15 - Dec '17

- Improved the customer's experience when choosing and booking a resort.
- Built an internal CRM tool to help our local offices prioritize their accounts.
- Conducted customer and accommodation user research via remote and in person moderated tests.
- Designed and coded (using a templating language, HTML, and CSS) my solutions for multi-platform web use.
- Used an iterative data-driven approach of A/B testing to measure the impact of my solutions on our customers.

Aereo

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

- Designed and implemented an improved sign up flow and landing pages to increase account sign ups through A/B testing.
- Created responsive email marketing campaigns through ExactTarget.

Pingg / Celebrations

UX Designer / Front-End Developer 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.

Education

Georgia Institute of Technology Aug '08 - May '12

B.S Computational Media — 3.77/4.0