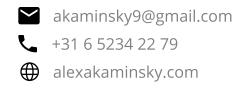
# Alexa Kaminsky

# Lead Product Designer



## **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 quantitive 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

lun '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