

# Alexa Kaminsky

I'm an Amsterdam-based design leader specializing in the product discovery and definition phase of the product development lifecycle. I combine strategic visioning with active participation, allowing me to effectively lead my teams while contributing directly to the design process as needed.

I have experience working with product, engineer, and business partners while building internal tools, B2B services, and B2C products in startups, scaleups, and large tech companies.

I'm a socially and emotionally intelligent leader who can build relationships, bring people together, and make things better while adapting to change with a positive, creative, and curious attitude.

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## Flexport Amsterdam, NL

experience

### Design Manager

May '22 - Present

- Managed 3 product designers and a UX researcher supporting multiple engineering teams across EU and US time zones.
- Coached my team and provided hands-on design direction when needed to produce high quality user centered solutions.
- Led the creation of a UX vision and strategy for a 0 to 1 product to increase automation and reduce cost to serve.
- Built a healthy, collaborative and inclusive culture across the 60 person UX org which spanned the US, EU, and China.
- Created processes to streamline the UX team's work with 100 engineers across the US West Coast and EU.

### Senior Product Designer

April '21 - April '22

- Created and evangelized a UX vision which informed our long range product strategy. 11/23 concepts were implemented.
- Designed end-to-end workflows and collaborated with the operational leaders to reduce our internal users' cost to serve.
- Delivered UX strategy documents, wireframes, high fidelity prototypes, and user interfaces leveraging our design system.
- Developed research plans, ran research studies, and delivered thorough reports with designed recommendations.
- Implemented a quarterly CSAT survey and "super user group" to build a repository of qualitative data.

## Booking.com Amsterdam, NL

### Lead Designer

May '19 - March '21

- Set the design strategy for multiple initiatives which guided the designers to create high quality end to end experiences.
- Partnered with product and tech leaders on strategic initiatives through challenging and ambiguous situations.
- Tackled systems-level problems with numerous interconnected constraints across the company.
- Coached 6-8 designers on their craft, developed IDPs with their managers, and participated in performance calibrations.
- Facilitated design critiques, workshops, and retrospectives across multiple teams to enable more effective collaboration.
- Fostered a 25 person cross functional UX community to collaborate, support, and learn from each other.

### Senior Designer

June '17 - May '19

- Designed holistic solutions across our customer and partner platforms to enhance the booking experience for families.
- Created, visualized, and managed the product strategy and execution roadmap for a project with many stakeholders.
- Planned and conducted moderated and unmoderated user research via remote and in person 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 - June '17

- Designed featured for our internal CRM tool which enabled our local offices to prioritize their accounts.
- 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 New York, USA

### 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 New York, USA

### 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 Atlanta, USA

### Georgia Institute of Technology

Aug '08 - May '12

B.S Computational Media — 3.77/4.0