



# Alexis Kraus

## Education

2012 – 2014 Master of Fine Arts, Design, University of Texas at Austin

2007 – 2011 Bachelor of Fine Arts, Rhode Island School of Design

## Experience

### MURAL (current employer)

#### Senior Product Designer, Enterprise UX

December 2020 - present

Leading product design for new administrative enterprise features.

### Freelance Design, Content and UX Consultant

August 2011 – present

I provide interdisciplinary services to non-profits, small businesses and startups.

### Dell Technologies

- **Senior Product Designer, Enterprise Sales UX**

October 2019 – December 2020

Led design modernization efforts across the end-to-end sales user journeys for configuration, pricing, quoting and ordering.

Led efforts to grow user research and content design skillsets within the team.

- **Product Designer, Dell Premier Business UX**

January 2018 – September 2019

Led product design for personalized AI/ML enhancements across the end-to-end business buyer's journey.

Pair-led design and content strategy for a new self-service ERP system integration solution and electronic purchasing admin tools. We reduced multiple processes' end-to-end timing from months to days.

Contributed on multiple other shipped products and research initiatives.

Led an initiative to embed UX writing principles into the Dell Design System.

- **UX Design and Content Strategy Contractor (via Aquent)**

July 2017 – December 2017

Kicked off the self-service ERP integration project with a team.

### Associate Digital Producer at Sanders\Wingo

August 2016 – April 2017

Helped build out an interactive practice for the agency's AT&T and DIRECTV accounts.

### UX & Content Specialist at Monkee-Boy Web Design

July 2014 – July 2016

Advised UX and content for a wide variety of local, regional, and national brands.

Assisted with a strategy for the agency's proprietary CMS product.

Visit [www.linkedin.com/in/alexisrosekraus/](http://www.linkedin.com/in/alexisrosekraus/) for a longer work history.

Phone: (901) 488-5975

[alexiskrausdesign.com](http://alexiskrausdesign.com)

Reach out for passwords

Email: [arkraus@gmail.com](mailto:arkraus@gmail.com)

LinkedIn: [/in/alexisrosekraus/](https://www.linkedin.com/in/alexisrosekraus/)

Medium: [@alexiskraus](https://medium.com/@alexiskraus)

## My expertise:

Accessibility

Agile

Aligning to systems

Clickable prototyping

Collaboration

Content strategy

Double diamond design

Enterprise UX

Facilitation

Lean UX

Product design

Thought leadership

User research

UX writing

Visual design

## Tools I love:

Adobe CC software, including:

Adobe Illustrator CC

Adobe InDesign CC

Adobe Photoshop CC

Adobe XD CC

Figma

Grammarly

Google Workspace (GSuite)

InVision

MURAL

Optimal Workshop

Sketch

Slack

Trello

Usertesting.com

Webflow

Zeplin