Alexis Kraus

Product Design Leader

901-488-5975 • arkraus@gmail.com • Austin, TX • linkedin.com/in/alexisrosek • www.alexiskrausdesign.com

PROFESSIONAL OVERVIEW

Product designer with 12 years of experience shipping winning design strategies for large global companies, agencies, and startups. Currently a Staff Product Designer at Reverb. My core skills include: Interaction Design • UX Strategy • User Research • Responsive Web Design • Prototyping • Mobile (iOS/Android) Design • AI Workflows • A/B Testing • Accessibility • Figma • Basic frontend HTML/CSS • Visual Design • Product strategy

WORK EXPERIENCE

Reverb • Staff Product Designer   April 2024 - Present

- Gave music enthusiasts ways to manage their gear collections and list items for sale directly in Reverb's iOS and Android apps. Grew monthly active collections users and published listings deriving from a collection.
- Led the design vision for instrument collecting, value tracking, and selling on the platform. Designed a photo-first listing vision entailing AI-photo recognition and native camera vision.
- Influenced sellers and improved listing sell-through rate with redesigned dashboards that emphasized Reverb's predictive pricing tools.
- Designed Reverb's first user-facing permission management tool, which enabled large sellers to manage employee access to their shops.
- Co-led Reverb's Mental Health and Wellness ERG.
- Helped hire 3 mid-to-senior level designers.

Reverb • Senior Product Designer   February 2022 - April 2024

- Re-imagined how promotions, discounts, and negotiations work on Reverb to increase submitted offers and annualized Gross Monthly Sales (GMS).
- Equipped sellers with better pricing tools and knowledge to get their items sold fast. Increased used published listings with a competitive price, and increased listings with a price drop across multiple experiments, which drove higher annualized GMS.
- Influenced the team to refactor an old inventory management UI so that we could leverage our design system's React components in time for a sitewide system re-brand.
- Helped the team modernize listing creation flows that increased publish rates and grew the number of new sellers on the platform.
- Implemented regional shipping features to help business sellers avoid one-size-fits-all approaches to fulfilling orders.

Mural • Senior Product Designer   December 2020 - February 2022

- Grew monthly active users by enabling admins to add users more freely and without risk.
- Scaled the UX of admin toolkits for security-conscious enterprise accounts.

- Led a retrospective UX research effort to guide the future of account management.

Dell • Senior Product Designer   October 2019 - December 2020
- Improved the usability of decades-old Dell sales and channel partner software applications.
- Ran in-person moderated observational studies and co-designed sales products with Dell sales stakeholders.
- Coached entry level designers in Dell's internal New Grad Bootcamp over a 6-month period.

Dell • Product Designer   January 2018 - September 2019
- Redesigned a business inventory procurement dashboard.
- Grew parts and accessories attach rates on Dell's business purchasing platform through the use of AI and Machine Learning.

Aquent, for Dell • Design Contractor   July 2017 - December 2017
- Helped design a 0-1, award-winning, self-service ERP/procurement system integration tool for Dell's largest enterprise purchasing customers.

EDUCATION

Master of Fine Arts • University of Texas at Austin   2012 - 2014
Bachelor of Fine Arts • Rhode Island School of Design   2007 - 2011

SKILLS

Leadership	Storytelling	Design systems	Accessibility
Mentorship	Strategy	Agile development	Design thinking
Collaboration	Copywriting	Bias to action	User research
Figma	Lovable	Miro / Mural	Adobe creative cloud
Looker	Amplitude	Jira / Confluence	Webflow

EXTRAS

- Mentored 70+ designers in Pathrise's Fellowship   January 2023 - December 2024
- First place in 2 annual hackathons in a row • Reverb   2023, 2024
- Panelist at the Badass Women of Reverb Panel   2024
- Published in UX Collective, *Earthquakes Under Water*   2020