

# Alexandra Grochowski

## SENIOR PRODUCT DESIGNER

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🌐 www.alexandragrochowski.com

Senior Product Designer with 5+ years leading end-to-end UX for complex B2B and fintech products. I blend a business-first mindset with user-centered design to deliver intuitive, high-impact solutions that drive growth and align with strategy.

## SKILLS

### UX

Strategy  
Research  
Discovery  
UX Writing  
Interaction Design  
User Personas  
User Interviews  
Rapid Prototyping  
Whiteboarding

### UI

Design Systems  
Theming  
Web Design  
Mobile Design  
Responsive Design  
Interaction Design  
Brand Design  
WCAG Accessibility

## SOFTWARE

Figma  
Axure  
Cursor  
Claude  
Adobe Suite  
Principle  
UX Pilot  
ChatGPT  
Gemini

## EXPERIENCE

### Epsilon

Product Designer Mar 22 - Present

- Led design for a new journey orchestration shared service across the entire product design lifecycle, including genAI features.
- Drove design strategy by facilitating white boarding sessions alongside product leadership in quarterly planning on-sites.
- Identified, documented, and presented new components as well as launching a design pattern library.
- Drove AI design strategy for Loyalty Offers to increase redemption rates and ROI.

### Amount LLC

Product Design Associate Oct 20 - Mar 22

- Redesigned an antiquated loan origination experience into a mobile-first experience, carried by research and industry best practices.
- Presented designs to win over clients, PMs, and developers.

### Wells Fargo

Financial Analyst Jul 18 - Jan 20

- Conducted industry research and financial statement analysis.
- Synthesized complex findings to recommend million dollar decisions.

### Robert Bosch LLC

Digital Marketing Intern May 16 - Aug 16

- Designed UX competitive analysis tool to rank site experience.
- Optimized SEO for autostore client with google Adwords analytics.
- Managed social media, creative assets, and copywriting.

## EDUCATION

### Flatiron School [formerly Designation]

UI/UX Design Immersive Bootcamp Nov 10 - May 20

### The University of Illinois at Urbana Champaign

Finance and Supply Chain Management Aug 14 - May 18