

Alexandre McLeod

UX/UI Designer

GOALS

My passion for technology is reflected in the enthusiasm I bring to my work. Naturally curious, I genuinely enjoy learning from others' experiences and gaining new insights into the industry. My primary goal is to grow within a dynamic, open-minded, and ambitious team.

CONTACT

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https://alexandremcleod.com

WORK EXPERIENCE

Senior Product Designer | Numa, Montreal

11.2026 - Present

I work closely with product and engineering teams, taking an AI-first approach to designing an AI operating system that helps car dealerships streamline operations and improve customer interactions.

Senior UX Designer | GoTo, Montreal

05.2023 - 11.2026

I collaborated with cross-functional teams to deliver unified communication and collaboration tools. My contributions included crafting intuitive softphone experiences for web and mobile, designing an AI-powered receptionist to automate call handling, and developing features that streamline contact management.

Alida

- **Senior UX Designer** | Alida, Quebec

  08.2022 - 04.2023

  I led the respondent experience for a suite of CXM products used by companies such as Adobe, Amazon, and Condé Nast, designing tools that enabled them to collect customer insights through surveys, video discussions, and online communities.

- **User Experience Consultant** | Alida, Quebec

  08.2021 - 07-2022

  I continued working at Alida as a user experience consultant while completing a master's degree in interaction design.

- **UX Designer** | Alida, Vancouver

  10.2020 - 08.2021

  I contributed to the redesign of the product interfaces and the development of its design system, and led the UX for the Analytics product, focused on data visualization and AI.

UX/UI Designer | Foodly, Vancouver

03.2019 - 09.2020

As the sole designer at a startup, I led product design and broader design initiatives. My responsibilities also included driving user research and contributing to the marketing strategy.

UX/UI Designer - Freelance | Ghostit, Victoria

02.2019 - 04.2019

This contract involved redesigning the company's homepage and agency pages, as well as improving the web app's user flow based on user feedback.

Intern Architect | McFarland Marceau Architects, Vancouver

08.2016 - 03.2019

As an intern architect, I worked with people from diverse backgrounds to design functional spaces, from the research phase with building users to project completion.

EDUCATION

Master of Interaction Design | Honour List

2021 - 2022

Laval University, Quebec

Certificate of User Experience Design

2018

University of Toronto - School of Continuing Studies

Master of Architecture

2014 - 2016

Laval University, Quebec

Bachelor of Architecture

2011 - 2014

Laval University, Quebec

INVOLVEMENT

Co-organizer | React Vancouver

02.2019 - 03.2020

For over a year, I helped organize monthly meetups for developers interested in learning more about React.

AWARDS

VSW Hackathon 2017 | First Place Award

09.2017

Team: Munene Kaumbutho, Pavlo Ponikarovskyi, Jonathen Thomsen

The theme of this edition of Vancouver Startup Week's hackathon was "New Mobility." Our team won first place for proposing an alternative payment system that enabled discounted access to transportation services.

UBC Startup Weekend 2017 | 2nd Place & Social Impact Awards

02.2017

Team: Josh Angle, Hana Robinson, Maciek Piskorz, Sophie Van Barr de Knegt, Lucy Zhang

Our team won second place for developing a flower pot containing bacteria engineered to absorb CO_2 and methane from the air. The solution offered an aesthetically pleasing and low-effort way to help reduce greenhouse gas emissions.

LANGUAGES

English

Full professional proficiency

French

Native language

EXPERTISE



Product Design

Design Strategy
Web and Mobile App Design
Low to High Fidelity Prototyping



User Research

User Interviews
User Testing
Personas & Journey Mapping



UI Design

Branding
Visual Design
Color, Typography, & Layouts

TOOLS

Illustration and graphic design

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Prototyping

Figma
Sketch app
Adobe XD

Wireframing / Diagramming

Miro
FigJam
Excalidraw

Video Editing

Adobe After Effects

Agentic Coding

Figma Make
ChatGPT Codex
Claude Code