



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 UX Designer | GoTo, Montreal

05.2023 - Present

I'm currently collaborating with a team of designers to develop unified communication and collaboration tools, focusing on crafting intuitive softphone experiences for web and mobile applications within the Voice team.

Alida

● Senior UX Designer | Alida, Quebec

08.2022 - 04.2023

I oversaw the respondent experience for a range of CXM products utilized by prominent companies like Adobe, Amazon, and Condé Nast. Specifically, I handled the UX for products enabling these businesses to collect customer insights via tools like surveys, video discussions, and online communities.

● User Experience Consultant | Alida, Quebec

08.2021 - 07-2022

I continued my work 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 notably participated in redesigning the company's product interface and developing its design system. I was also responsible for the UX for its Analytics product, which primarily focuses on data visualization and artificial intelligence.

UX/UI Designer | Foodly, Vancouver

03.2019 - 09.2020

As the only designer in a startup company, I led the company's design initiatives and product design. My responsibilities also included leading user research and some parts of the marketing strategy.

UX/UI Designer - Freelance | Ghostit, Victoria

02.2019 - 04.2019

The mandate for this contractual work included redesigning the company's homepage and agency pages, as well as improving the user flow of their web app based on users' feedback.

Intern Architect | McFarland Marceau Architects, Vancouver

08.2016 - 03.2019

As an intern architect, I collaborated with people from different backgrounds to successfully create functional spaces, from the research phase with the building's users to the project's completion.

INVOLVEMENT

Co-organizer | React Vancouver

02.2019 - 03.2020

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

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

AWARDS

VSW Hackathon 2017 | First Place Award

09.2017

Team: Munene Kaumbutho, Pavlo Ponikarovskiy, Jonathen Thomsen

The theme of this edition of the Vancouver Startup Week hackathon was "New Mobility." Our team's proposal won first place for developing an alternative payment system to enjoy discounted transportation services.

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

02.2017

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

Our team won second place for making a flower pot containing bacteria specifically engineered to absorb CO2 and methane in the air. This solution aimed to provide an aesthetically pleasing and effortless way to reduce greenhouse gas emissions and fight global warming.

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
Lovable

Wireframing / Diagramming

Miro
FigJam
Excalidraw

Coding

HTML
CSS
React

Video Editing

Adobe After Effects