ALEX OLSON

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PROFESSIONAL SUMMARY

- Future-oriented UX/UI Designer with 5**+ years of experience** delivering cutting-edge digital solutions for global clients. I specialize in bridging the gap between human psychology and complex technology, leveraging a Bachelor of Arts in Anthropology to drive user-centric product strategy.
- My work is defined by a commitment to business growth, having contributed to a field sales platform that achieved a **4.9-star rating** with over **2,100 reviews** and **100,000+ digital card exchanges**.
- Currently, I am pioneering AI-powered creative systems that blend automation and audience psychology to achieve **50%+ gains in user retention and engagement**.
- I am an expert in Figma and Agile methodologies, with a proven track record of aligning design systems with high-level business objectives for enterprise and government partners.

Multi-faceted UX/UI Designer with expertise in:

Professional:

Digital Product Design - Wireframing & Prototyping - User Research – AI Agent Design - Data Analysis & Trends
Prompt Engineering & Workflow Automation - YouTube SEO & Analytics - Trend Intelligence & Content
Strategy - Roadmap Development - Marketing & Branding - Systems & Workflows - Agile Methodology
Cross-functional Collaboration - Stakeholder Engagement - Project Management - Figma UI Kits
Content Creation - Customer Journey - Usability Testing - Team Building & Leadership

Technical:

Figma - Adobe Suite - Webflow - Editor X - WordPress - DaVinci Resolve - n8n
HTML - CSS - JavaScript - Python - Slack - Jira
AI Tools: ChatGPT - Claude - Perplexity - MidJourney - RunwayML

EXPERIENCE

FREELANCE PRODUCT DESIGNER   **2023 – Present**
Remote

- **AI-Powered Growth Systems:** Engineered a modular ecosystem of AI agents (Apollo, Vulcan) that automated content research and scripting, resulting in **50%+ gains** in Average View Duration (AVD) and CTR (Click Through Rate) for multiple YouTube channels.
- **Data-Driven Dashboards:** Developed custom trend-tracking and monetization overlays using Airtable and Notion to optimize revenue growth and content selection through real-time retention analytics.
- **High-Velocity Web Development:** Optimized the end-to-end design-to-development workflow by implementing the **Relume Library** and **Flowbite Design System**, reducing build times for custom web applications while maintaining a cohesive, component-based architecture.
- **Scalable Design Systems:** Maintained comprehensive Figma UI kits and component libraries, leveraging variants and auto-layout to ensure accessibility across diverse web and mobile projects.

UX/UI DESIGNER   **2022 – 2023**
RepCard, WhitWolff Media & Visionary Development, Remote & Phoenix, AZ

- **Market-Leading Performance:** Contributed to a field sales platform that achieved a **4.9-star rating** from 2,100+ reviews, supporting a base of **4,000+ active users** who exchanged over **100,000** digital business cards.
- **Gamified Engagement:** Designed a comprehensive sales competition interface with real-time leaderboards and progress tracking, driving consistent Daily Active Usage (DAU) and platform loyalty.
- **Strategic Feature Alignment:** Partnered with Stakeholders to translate business objectives into high-fidelity Figma prototypes, ensuring that new feature enhancements met both functional and revenue goals.

- **Cross-Device Optimization:** Orchestrated a sales leaderboard UI (using the **iOS UI Kit**) that resolved critical pain points for sales reps in the field, improving cross-device usability and streamlining the dashboard integration.
- **Usability Advocacy:** Established UX standards and conducted observational studies to identify friction in mobile workflows, resulting in a more intuitive "one-handed" navigation for reps on the move.
- **Systems-Driven Design (Visionary Development):** Spearheaded the end-to-end UI/UX redesign using the **Material 3 Design System**, implementing a token-based architecture to ensure cross-platform consistency and WCAG-compliant accessibility standards.
- **End-to-End LMS Orchestration:** Led the UX/UI strategy for a dynamic E-Learning platform, utilizing **Material 3 UI Kit** to deliver a cohesive, cross-platform experience that boosted user engagement and interaction.

VP OF BUSINESS & PRODUCT DEVELOPMENT   2016 – 2022
Desert Rotor, Scottsdale, AZ

- **Mission-Critical UX:** Led UX strategy and design for aerospace-grade ground control systems used by elite organizations including the **FBI, CIA, U.S. Army & Navy, Disney, and Home Depot**.
- **Ground-Up Interface Engineering:** Architected a defense-grade aerospace ground control system from scratch using the **Untitled UI Design System**, establishing a high-performance visual language and variable-driven architecture for complex, multi-screen mission interfaces.
- **Operational Efficiency:** Engineered high-clarity Heads-Up Displays (HUD), increasing user satisfaction by 80% and consistently achieving a **95% mission success rate** for global enterprise clients.
- **Conversion & Research:** Drove a **20% increase in conversion rates** by conducting customer behavior research and aligning product roadmaps with user-centric interaction models.

ADDITIONAL EXPERIENCE

SOFTWARE ACCOUNT MANAGER   2017 – 2018
Number 8, Louisville, KY

DIRECTOR OF SALES & OPERATIONS   2012 – 2016
Dauntless Distributing, Louisville, KY

DISTRICT SALES MANAGER   2007 – 2011
Collette Vacations, Louisville, KY

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Anthropology / University of Georgia, Athens, GA

User Experience Design Certification / General Assembly
UX/UI Design

Front End Web Development Training Course / Code Louisville
Web Development, HTML, CSS, and JavaScript

Webflow Certification / Webflow
Response web design & web development