

Alexandra Moule

UX/UI Designer Edmonton, AB, Canada Open to remote work

Contact: alexlmoule@gmail.com [linkedin.com/in/alexandra-moule](https://www.linkedin.com/in/alexandra-moule)

Education

Macewan University / B.A., Design (User Experience Design)

Expected Graduation: April 2027

Relevant courses: Introduction to DXD, Interaction Design I, Design Research, Web Design & Development I, DXD Methods & Practices, Web Design & Development II, Multi-disciplinary DXD Studio, Info Arch & Content Strategy

Experience

Messenger Pigeon / UX/UI Designer, UX Researcher

Edmonton, AB • October 2025 – April 2026

- Proactively **designed and developed a website** for a startup AI educational company **aimed to increase subscription rates and returning users.**
- Rapidly iterated with project manager to **launch an informational site of a AI-powered study and note-taking application**
- Conducted and synthesized user research findings to accurately develop site **information architecture.**

Tactic / UX/UI Designer, UX Researcher

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- **Designed a financial education mobile app** for beginner to intermediate investors.
- Crafted 6 different learning experiences **aimed to flatten the learning curve for trading strategies and increase user retention.**
- Executed **usability testing** among 7 participants to analyze user behavior and feedback, informing design decisions.
- **Collaborated with development team** to translate goals into a concrete product timeline and structure.

Skills

Tools

Figma Suite, Adobe Suite (Photoshop, Illustrator, Indesign, Premiere Pro, After Effects), Webflow, Lyssna

Design

User Experience Design, User Interface Design, Visual Design, Interaction Design, Wireframing, Prototyping, Systems Thinking, Mobile Design (iOS, Android), Web/Desktop Design, User Flows, Personas, A/B Testing, Information Architecture, Usability Testing, User Research, Mock-ups, Cross-disciplinary Collaboration