

# Alex Hiser

SENIOR UX & PRODUCT DESIGNER

614.477.2539  
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Columbus, OH

## SKILLS

UX Research & User Empathy  
Strategic Ownership & Prioritization  
Interaction & Interface Design  
AI Systems & Features  
Information Architecture  
Prototyping (Low and High Fidelity)  
Usability Testing & Iteration  
Design Systems & Component Libraries  
Cross-Functional Collaboration  
UX Strategy & Innovation  
Adaptation to Shifting Priorities

## AWARDS & CERTIFICATIONS

### Certified Professional in Accessibility Core Competencies

International Association of  
Accessibility Professionals  
2023 - current

### Excellence in the Workplace Award

Ohio University  
2020

## EDUCATION

### Bachelor of Science in Visual Communications

Ohio University  
2017 - 2020

### Publication Design

Scripp's College of Communication  
2017 - 2020

## LANGUAGES

### English

Native

### Spanish

Intermediate

## WHO I AM

Senior UX & Product Designer with over 7 years of experience designing and complex, data-driven platforms in cross-functional environments. Experienced in leading discovery, shaping MVPs, and translating metrics into scalable solutions that balance user needs, technical constraints, and business goals.

## EXPERIENCE

### Senior UX Designer | Openfield

August 2021 - January 2026

#### Product Leadership & Strategic Contribution

- Organized over 45 sessions with Product Managers and Engineering to define product strategy, MVP scope, and phased roadmaps
- Contributed to early-stage product definition through research synthesis, concept testing, and prioritization frameworks
- Led clients through shifting priorities by rapidly identifying and prioritizing high-impact opportunities, sustaining delivery momentum while aligning outcomes to stakeholder success metrics

#### Impact & Outcomes

- Designed and scaled design systems and accessible component libraries that improved consistency across products and accelerated team delivery
- Led extensive accessibility audits, delivering clear, prioritized remediation plans that enabled meaningful and measurable improvements

#### Execution & Collaboration

- Facilitated over 200 workshops, design reviews, and feedback sessions with cross-functional teams
- Led multiple AI-driven initiatives from discovery through execution, strategically integrating AI into key design phases to reduce handoff time and increase feature and product value
- Produced right-sized, implementation-ready design documentation, detailing responsive behaviors, accessibility considerations, and rationale behind key decisions

### UX & Marketing Consultant | Freelance

January 2020 - August 2021

Designed a cohesive e-book experience, including cover and interior layouts, balancing visual storytelling, readability, and brand alignment. Developed supporting marketing materials and brand assets to promote the e-book across digital channels. Collaborated closely with clients to translate goals and messaging into polished, consistent visual designs across all deliverables.

### Graphic Designer | Ohio University

December 2018 - January 2020

Designed marketing and informational materials for academic departments, events, and campus initiatives across print, web, and social platforms. Ensured accessibility, brand alignment, and visual clarity across all deliverables.