

Alexander Kempf
Laguna Hills, CA, USA
alexanderkempf.com

hello@alexanderkempf.com
(+1) 760-310-7524
linkedin.com/in/ankempf

Pulse Labs

Jan 2022 – Mar 2025
(3 yrs, 3 mos)

Product Designer

Independently and collaboratively designed AI-assisted features for a global research platform, delivering high-fidelity, actionable data used by teams at Google, Amazon, and Rivian to drive their multi-million dollar product roadmaps.

Redesigned, prototyped, and validated end-to-end participant task flows, significantly decreasing participant cognitive load, support tickets, and rejected study data.

J.P. Morgan

Mar 2021 – Aug 2021
(6 mos)

UX Design Consultant

Delivered actionable design recommendations and a full-scale conceptual redesign based on end-to-end UX research (heuristic evaluation, stakeholder interviews & moderated user testing) to InstaMed product team.

Various clients

Sep 2011 – Present
(14 yrs, 8 mos)

Graphics & UX Designer

Freelance and in-house designer increasing engagement between businesses and people by deeply understanding the client, providing expert consultation, building brand identity, improving clarity of information, and delivering persuasive visual assets.

Education

UC Irvine

Master of HCI & Design

2020 – 2021 (4.0 GPA)

Bachelor in Studio Art

2011 – 2014 (3.6 GPA)

Certificates

Shift Nudge Interface Design

Feb 2026

Skills

Hard

UX design, UI design, prototyping, user research

Soft

Leadership, ego-free collaboration, deep user empathy

Software

Figma, Adobe CC

Awards

Distinguished Honor Graduate

United States Army (2016)

PGSF, 1st Place Prize

National design contest (2018)