

Elin Alexander

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Skills

Interface design
User experience
Product design
Web design
Graphic design
Brand curator
Illustration
Micro animation
Product ops enthusiast
Team oriented
Self starter
R&D strategist
Quick & eager learner
HTML, CSS
WCAG/Web accessibility

Applications

Figma
Sketch
Illustrator
Photoshop
Canva
GitHub
Invision
Jira
Miro
Microsoft Suite
Google Suite
Creative Cloud

Education

Lake Forest College '14
BA in Studio Art, Major
Digital Media Design, Minor

Location

NW Chicago Suburbs

TeleTracking Technologies integrated healthcare operations platform

User Interface Designer

Mar 2022 - Present

- Facilitate UI and UX for core platform product as Product Design owner, running workshops and providing UI/UX consultation to product leads.
- Take ownership of an R&D product, anticipate business needs, solve critical problems, and create precise high-fidelity interfaces.
- Improve design system scalability, propose changes, and enhance cross-team communication for operational efficiency.
- Contribute to Figma transition and envision future of design tools.
- Adapt, showcase flexibility, and contribute to team success by embracing new roles and responsibilities.

Point of Action Marketing marketing & website development agency

Brand & Visual Designer

Apr 2022 - Present

- Establish color palettes, fonts, and brand assets for POA and clients.
- Create print pieces both small and large scale, such as brochures and banners.
- Design social media templates that coexist to create a recognizable brand.
- Artfully produce custom logos to that will delight clients.
- Share reasoning for thoughtfully made design decisions.

Mintel global market research & insights

Senior User Interface Designer

Dec 2021 - Mar 2022

User Interface Designer

Apr 2019 - Dec 2021

- Create pixel-perfect prototyped designs with concise documentation.
- Enhance designs with expert styling and meaningful interactions.
- Collaborate closely with engineers to ensure design implementation.
- Utilize web analytics, consumer insights, and market research for KPIs.
- Support manager in design operations for team efficiency.
- Establish illustration identity and ensure consistent adoption.
- Architect design system site and organize related materials strategically.
- Conduct workshops to educate on design thinking, branding, illustration identity, and accessibility.

Americaneagle.com digital agency

Digital Marketer, UX Design Specialist

Sept 2018 - Apr 2019

Web Interface Designer

- Design website pages, incorporating client branding.
- Consult diverse clients across various industries, including fortune 500 companies, startups and small businesses.
- Create wireframes, prototypes, presentations, and marketing materials.

June 2014 - Sept 2018