

# ALEX B. JOHNSON

User Experience + Interaction Designer

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## EXPERIENCE

### **BOLD LLC - SAN FRANCISCO, CA**

Bold is a suite of online tools that helps people build documents for their job search and helps companies find and hire the best candidates.

#### **UX DESIGNER** | *International Portals*

**Apr. 2018 - Present**

Currently, collaborating with product, data, engineering, and research to establish feature product-market fit in international markets.

- Partner with research to strategize around foundational research, develop journey maps, and run usability tests to design and launch new features across three resume-building portals.
- Mentored design colleagues in rapid prototyping by teaching the basics of Axure RP software, to create test ready prototypes.

#### **UX DESIGNER** | *Consumer Products*

**Jul. 2016 - Apr. 2018**

Designed new product experiences for online resume and cover letter building tools to increase paid subscriptions for new users in the U.S.

- Tested and launched a new interaction pattern for building a resume on Resume Now that increased the number of paid subscribers by 3% and increased engagement with our pre-written phrases by 20%.
- Developed a new onboarding experience for My Perfect Resume and My Perfect Cover Letter focussing on personalization. Delivered user flows, wireframes, prototypes, and visual designs for desktop and mobile increasing the number of paid subscribers by 10%.
- Set up and conducted unmoderated user testing by writing scenarios, scripts, and analyzing findings that created a feedback loop with customers.
- Established a better UX/product strategy by relying on data analytics, market research, and design-thinking methodologies.

#### **UX DESIGNER** | *B2B Products*

**Jun. 2015 - Jul. 2016**

Led design projects for MightyRecruiter, an online subscription service to help small businesses source and recruit candidates.

- Released four new product features to decrease the time recruiters spend managing candidates during hiring that increased renewed subscriptions by 7%.
- Improved team collaboration by leading design kickoffs with stakeholders to establish goals, timelines, user-testing methodologies, and success metrics for feature releases.

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## SKILLS

Prototyping  
User Research  
Interface Design  
Wireframing  
Visual Design  
User Testing

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## SOFTWARE

Axure RP  
Photoshop  
Sketch  
Figma  
Illustrator  
Invision  
After Effects  
Premier Pro  
InDesign

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## EDUCATION

### **BFA Web Design + New Media** - 2015

Academy of Art University  
- San Francisco, CA