

Alex Kukunis

Columbus, Ohio | 561-808-9024 | kukunisalex@gmail.com | [Linkedin Profile](#)

Senior UI/UX Designer, Product Designer

With a passion for crafting intuitive user experiences across FinTech, Healthcare, and Retail E-commerce sectors, I specialize in designing high fidelity and low fidelity mockup screens. Proficient in mobile and desktop interface design, with expertise in GUI details. Skilled in team management and stakeholder collaboration. Experienced in creating and implementing design systems, dedicated to enhancing user interaction through user-centered design principles. Expert in developing comprehensive customer journey maps to understand user behavior, motivations, and needs, and to identify opportunities for improving the overall user experience. Eager to tackle new challenges, drive team success, and leverage customer journey insights to create impactful, user-friendly designs.

Education

Bachelor of Arts, Visual Design Communications, Florida Atlantic University, June 2013

Skills

- User Proficient in Figma, SaaS; skilled in Sketch, Adobe CS, InVision, Principle, Axure
- Expert in interaction design principles, including user-centered design and usability testing
- Familiar with HTML, CSS, and JavaScript
- Experienced in React Native, Firebase
- Understanding of Apple Store Guidelines and Android Material Design Guidelines
- Knowledgeable in Google Material Design and Android Web Frameworks

Frameworks

Agile, Scrum

Project Management Tools

Asana, Trello, JIRA, Linear, Monday

ToolBox Programs Used

Figma, FigJam, Sketch, InVision Studio, Miro, Trello, Milanote, Axure, Balsamiq, Principle for Mac, Adobe Creative Suite

Professional Experience

Ascendum Solutions | Cincinnati, OH
March 7th, 2016 - Dec 28th, 2022

PayTile - *Product Designer*

I led the design of a mobile app that grew from 0 to 800 DAU within three months, improving user engagement by 70% and achieving a 4.5-star rating on both iOS and Android.

- Designed and developed a mobile application for secure, user-friendly peer-to-peer transactions

using React Native

- Developed and maintained style guides and design pattern libraries to ensure consistency across platforms and devices
- Conducted user research and testing to inform design decisions and optimize user experiences
- Coordinated closely with developers to ensure timely, effective implementation of design solutions that adhere to Apple Store Guidelines and Android Material Design Guidelines

Anthem Blue Cross Blue Shield, Sydney Health - *Product Designer*

I played a pivotal role in the design of the Live Chat feature for iOS and Android. This initiative led to a 30% decrease in support tickets and a 25% increase in health-related prescriptions. Notably, it significantly benefited users seeking prescription assistance.

- Oversaw the design of various projects from inception to completion, including website redesigns and brand identity development
- Established and maintained style guides and design pattern libraries to ensure consistency across projects
- Produced wireframes, prototypes, and high-fidelity mockups to illustrate design concepts
- Mentored and supervised junior designers to ensure high-quality deliverables
- Worked closely with stakeholders to design and develop an intuitive member portal for healthcare services

H&M - *Product Designer*

December 1st, 2015 - March 6th, 2016

Directed a strategic redesign of the mobile checkout process, employing A/B testing methodologies across a sample size of 10,000 users. This initiative successfully reduced the checkout duration by 15% and enhanced conversion rates from 2.5% to 2.8%. The improved user experience contributed to a significant reduction in cart abandonment, culminating in an estimated 1% annual revenue growth.

- Focused on improving the abandoned cart experience and making it a user-friendly mobile experience, implementing a one-step checkout process
- Conducted user research and testing to inform design decisions and optimize user experiences
- Collaborated closely with developers to ensure timely and effective implementation of design solutions

UltraWeb Marketing - *UI/UX Designer*

September 1st, 2015 - November 30th, 2015

Worked with a diverse portfolio of Shopify ecommerce brands.

By integrating both email marketing and enhancing the online store's user experience, I contributed to Melly's successful marketing campaign. This led to a 25% open rate and a 4% click-through rate from our email marketing efforts. Additionally, by improving the online store's user experience, we observed a 15% increase in customer retention, a 30% boost in sales, and a 10% increase in conversion rate.

- Developed visually engaging and intuitive user interfaces for various digital projects, including website redesigns and brand identity development
- Assisted in the establishment and maintenance of style guides and design pattern libraries to ensure consistency across projects
- Conducted user research and testing to inform design decisions
- Collaborated closely with senior designers and developers to ensure seamless design implementation

WebCreatives - *UI Designer*

March 3rd, 2014 - August 23rd, 2015

I led the design efforts at a digital website design and marketing agency for various projects, specializing in WordPress platform customization. Working closely with stakeholders, I translated their requirements into intuitive and visually engaging designs, ensuring seamless user experiences. Additionally, I managed a design team, facilitating collaboration and ensuring project success through effective leadership and coordination.

- Assisted in the development of visually engaging and intuitive user interfaces for eCommerce websites
- Contributed to the establishment and maintenance of style guides and design pattern libraries to ensure consistency across projects
- Conducted user research and testing to inform design decisions
- Collaborated closely with senior designers and developers to ensure seamless design implementation

References

Available upon request.