

Alexander Wyrick

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User Experience Designer

Technically skilled digital designer with complementary analytics experience. Recent master's degree (Interaction Design) with 6 years prior experience optimizing online interactions for major brands on agency and publisher teams (Disney, Sony, BMW, Skittles, Adidas). Currently fulfilling contract design work in New York and seeking the perfect challenge at a growing company.

Research & Design Skills

- UX & UI Design
- Wireframing
- Prototyping
- Usability Testing
- Persona Development
- Storyboarding
- A/B and Split Testing
- Info Architecture
- Sketch + InVision
- Adobe Creative Suite
- HTML/CSS/JS
- Agile Design Methods

Work Experience

May 2013 - Present: Digital Product Design and Marketing Consultant

Performed design work for various employers, small business clients, and school partnerships.

- UX research, personas, scenarios, website design, mockups, web and mobile app prototypes, logos & branding, marketing collateral, email newsletter design, slide decks, flyers, animated HTML5 ads.
- Projects for: Metronaut on iOS, Santa Barbara County HR, Aldebaran Robotics, Cartier Eyewear, Jenny Craig, Frank Health Insurance, Simply Energy, PETstock, Webkids Inc, Procore Technologies, CareerJump, Study-List, FastFit GX, PNGO on iOS.

March 2014 - April 2015: Operations Manager at Amnet Group (Dentsu-Aegis Network)

- Oversaw \$10MM in annual media spends at this global trade desk.
- Trained 4 operations executives in display, video, and paid social media campaigns.
- Helped develop internal best practices for audience targeting, digital media engagement, campaign optimizations, and forming audience insights from large quantitative reports (billions of impression).
- Clients including BMW, Mini, Australian Government, Adidas, Sonos, MediBank insurance.

March 2009 - October 2012: Marketing Designer at Playlist.com

- Promoted 3 times in first 16 months to improve general UX at a music website with 50MM users:
Marketing Intern → Customer support → Marketing Manager → Marketing Designer
- Designed and launched new homepage features to increase visitor TOS and reduce bounce rates.
- Increased Facebook fans from 20K to 250K in two years with new social media strategy.

Education

- 2015 - 2017: Master's Degree in Interaction Design - Strate Ecole De Design (2-years in Paris)
- 2014: Front-End Web Development - General Assembly (3 month bootcamp in Melbourne)
- 2006 - 2011: Bachelor's Degree in Business Marketing - San Francisco State University
- 2000 - 2002: Santa Barbara High School - Multimedia Arts & Design Academy

Personal Interests

Current hobbies:

- Start-ups, innovation, and technology.
- Web design, multimedia graphics, and story-telling.
- Spanish speaker, French newbie, and travel enthusiast (over 25 countries).