

# Alexandra Casa Nova

## User Experience Designer



### Contact

acnova07@gmail.com

314-800-5991

acnovadesign.com

### Tools

Sketch

Adobe Creative Suite

Figma

Invision

Wordpress

HTML, CSS

### Skills

User-centered Design

Sketching/Whiteboarding

User Research

Wireframing

Animation

Strategy

Rapid Prototyping

UI Design

Interactive Design

Responsive Web Design

### Education

Webster University • Bachelor of Arts  
in Studio Art • Minor in Psychology

### Certification



Google UX Design  
Certification

### Work Experience

#### UX Designer - Remote

Marriott Vacation Worldwide • Jun 2021 - Present

Lead User Experience Designer working with information architects, product owners, and creative services as part of Marriott's product transformation initiative. I help deliver on research, strategy, and solutions towards user and business needs.

#### UX Designer - Remote

Equifax • Jul 2020 - Jun 2021

User Experience owner and designer that supported the WebEX team. Priority for my role was to work closely with stakeholders, site admins, and developers to determine the best user experience for current and future state of the website. I strived for accountability in helping deliver an excellent user experience that is consistent between content and UI patterns that users come to expect. There's a lot of information for a user to retain in the finance and credit world, so it was my responsibility to make that journey of finding what they need easier.

#### UX Designer - St. Louis, MO

Bonfyre App • Oct 2018 - Jul 2020

As part of the product team, my focus was to build strong designs with main responsibilities including developing UX concepts, wireframes and prototypes, and designing human-centered UI. I worked closely with a team of designers and developers to ensure constant collaboration, consultation, and problem solving in order to meet business and market needs. SDLC process required that I allocated a percentage of my time on potential projects for roadmap alignment, whether the needs are blue sky exploration or a quick win.

#### Associate Interactive Graphic Designer - St. Louis, MO

Build-A-Bear Workshop • Nov 2016 - Oct 2018

Collaborated with creative team to develop digital assets including emails, social posts and web graphics for promotional marketing calendar. Template and code emails in HTML for easier modification. Provide web developers with user-enhanced wireframes for website updates. Create desktop and mobile friendly designs for SEO driven landing pages featuring intellectual properties. Streamline organization techniques for better collaboration and usage amongst designers and developers within servers.

#### Freelance Graphic Designer

Jul 2016 - Nov 2016

#### Graphic Designer & Marketing Coordinator

Straub's Fine Grocers • Jan 2015 - Jun 2016

#### Graphic Designer & Marketing Assistant

Noboleis Vineyards • Aug 2013 - Jan 2015