Ani Alexanian
she/her

Contact

248-376-6483

hello@anialexanian.com

anialexanian.com

Education

College for Creative Studies

Bachelor of Fine Arts

Sept 2006 - Jun 2010

Software Skills

Sketch

Figma

Invision

Photoshop

Illustrator

InDesign

Premier Pro

After Effects

Canva

Atlassian

Basic HTML/CSS

ChatGPT

Midjourney

Professional Skills

Accessibility Advocate

Wireframing & prototyping

UI/UX research & design

Brand design

Responsive design

Project management

Detail-oriented

Strategic thinker

Collaborative

Problem solver

Empathetic

Team leader

Relationship builder

Video game enthusiast

UX Product Designer
Aug '22 - Present

Codazen

- Generated, documented, and delivered a unique design system, complete with meticulous guidelines, toolkits, patterns and components for a global technology conglomerate located in Menlo Park, California.
- Developed new components that align with the current system and guidelines by utilizing pre-existing design patterns and libraries.
- Performed comprehensive UI/UX design audits to evaluate the usability heuristics. Then consolidated my findings and presented practical recommendations to the client, which were successfully implemented. As a result, the client saw a notable increase in overall user engagement.

Product Designer
Mar '20 - Mar'22

Rivian

- Enhanced the reputation of Rivian brand by providing strategic design guidance for internal and external communications. Additionally, introduced a user-friendly Digital Asset Management (DAM) solution to streamline access to assets. Presented and gained approval from C-suite leaders for implementation.
- Utilized global CSS and system properties in a new platform to customize, build and implement proper brand design guidelines within the default user interface of multiple 3rd party software. Not only for internal but customer facing as well.
- Built and tested responsive email newsletters sent to over 450,000 users. Employed IP warming to gradually migrate contacts which maintained and improved customer retention by 10%. As a result, emails flagged as SPAM were reduced by 20%.

UX Product Designer
Oct '18 - Mar '20

MRM//McCann

- Created a series of user tests that expedited the user-testing process and unearthed significant insights. By conducting numerous tests, my team was able to validate all concepts and optimize a broad spectrum of user experiences and marketing messaging within a constrained timeframe. Finally, we delivered conclusive heuristics and well-informed suggestions to the client.
- Devised a series of functional prototypes that fostered internal empathy for customer needs. The prototypes were designed to be adaptable and malleable for future user testing purposes.
- Suggested collaborating with in-house developers to gain insights into the post-hand-off process. This helped identify weaknesses in the existing workflow, and we recommended new workflow processes for design and development, which were implemented.

Senior UI/UX Designer
Oct '14 - Oct '18

WEYV

- Established, documented, and disseminated a standardized set of guidelines, toolkits, and accessible components to be handed off to our in-house development team. As a result, feature turnaround rates surged by 50%.
- Collaborated with a team of 15 engineers to enhance the overall user experience. Joined forces with the QA team to pinpoint and resolve bugs, guaranteeing optimal usability.
- Designed and implemented more than 25 marketing campaigns aimed at over 2,000 beta users. I produced unique content tailored to target demographics and executed a comprehensive social media strategy across all platforms, including Facebook, Twitter, Pinterest, and more.

Product Designer
Oct '11 - Oct '14

Elevator

- Collaborated with Google and some of the world's most influential brands. Formed partnerships with design and media agencies to develop video-centric experiences that significantly boosted overall engagement by 15%.
- Sharpened campaign storytelling, technology, UX, and art direction to infuse vitality into digital experiences for several brands.
- Collaborated with various partners to support digital campaigns using Google platforms and technologies, and developed bespoke digital ideas to enhance brand-audience connections.