

Alex Easley

Product & UX Designer

alexeasley4@gmail.com • (978) 790-7750
[LinkedIn Profile](#) • [Portfolio](#) • Fitchburg, MA 01420

Accomplished professional actively seeking to pivot to a career as a Product and UX Designer with a quality organization that affords opportunity for advancement. Interested in engaging with clients, determining design needs, and authoring innovative products that improve user experiences. A visionary with the ability to steer processes from conceptualization to delivery while maximizing resources and utilizing dedication, commitment, and empathy to lead teams to success.

Areas of Interest

- ♦ Interaction Design
- ♦ Wire Framing
- ♦ UX/UI Design Best Practices
- ♦ Information Architecture
- ♦ Usability & Functionality
- ♦ User Research & Visual Design
- ♦ Product Development
- ♦ Timelines & Deliverables
- ♦ Client Relationship Management

Professional Experience

UMass Amherst / Simplilearn UX/UI Design Bootcamp Graduate

2023

Successfully completed the program and became a UX/UI Designer with the ability to master user experience and user interface design via an applied learning approach. Covered topics including: Design Thinking, User Experience Design, User Interface Design, Prototyping, and Styling, among others.

- Completed Designer Toolkit training (Figma, Introductory Sketch, Invision, Mural, and Balsamiq).
- Created a diverse and comprehensive portfolio to showcase skills to future employers ([link above](#)).

Loftey, New York, NY Real Estate Agent – Team Lead

2020 – 2022

Engaged with renters, determined housing preferences, and presented an array of solutions in the market. Selected homes, negotiated agreements, and served as a client advocate throughout the process. Promoted to Team Lead in one year after demonstrating proficiency for leadership and accountability.

- Drove revenue and secured status as the 2nd largest team in the company just 3 months after promotion.
- Increased team member conversions by 50%+ monthly; mentored staff in proven sales and services strategies.
- Forged strong client relationships, consistently received 5-star reviews, and succeeded in the toughest real estate market NYC has experienced in years.

Aflac, Boston, MA Benefits Advisor

2019 – 2020

Engaged with potential clients, conducted needs assessment, and presented an array of Aflac products suited for future objectives. Utilized expansive knowledge of the Aflac portfolio to tailor solutions to the needs of each client. Strengthened relationships with clients through exceptional customer service.

- Built a robust portfolio of clients while capturing sales and revenue goals.
- Oversaw the sales process from inception to completion; additionally, offered client support after onboarding.

IBM, Lexington, MA Business Development Representative

2018 – 2019

Proactively sourced new business opportunities while servicing current accounts. Maintained expansive insight of IBM products and tailored client proposals to meet unique requirements. Executed responsibilities while performing alongside a team of eight.

- Contributed to a project with evolving priorities, products, business processes, and leadership.
- Orchestrated internal meetings with prospects and steered the qualification process.
- Secured the largest opportunity across the team valued at approximately \$500K.

Education

Bachelor of Science in Business Administration, Concentration in Management, Cum Laude, 2018 Fitchburg State University

Prior Coursework Completed University of Massachusetts Amherst