

Alix Zevetski

UX/UI Designer and Researcher

Former College Admissions and Education Professional Leveraging Sociology and Research Methodologies to Craft Seamless User Experiences and Improve Business Bottom Line

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WORK EXPERIENCE

Spring Education Group

Senior UX/UI Designer and Researcher Remote, *May 2024 - Present*

- Lead end-to-end UX design initiatives, creating accessible, data driven experiences for 100+ educational institutions across web and IOS platforms
- Guide the design and marketing team, ensuring user centric, cohesive designs that align with business goals of enhancing our KPI's (conversation rate, engagement rate, and decreasing bounce rate)
- Conduct quantitative and qualitative user research such as interviews, surveys, and usability testing to develop personas, journey maps, and deliver actionable insights that drive design decisions
- Partner and collaborate with marketing, developers, product managers, and other stakeholders both internal and external to ensure seamless delivery and iterations of new designs
- Test various UI elements such as banners, chat bots, forms, and page layouts to optimize performance on key landing pages
- Create wireframes, prototypes, and high fidelity designs using Figma, effectively communicating concepts to stakeholders and engineers
- Analyze user behavior with GA4 and Domo, conducting A/B tests with Optimizely to optimize conversion rates, driving \$3M+ in revenue impact

UX/UI Designer Remote, *July 2022 - May 2024*

- Established the UX practice from the ground up as the company's first UX hire, shaping the team and setting the strategic direction in an organization of 10,000+ employees
- Designed and optimized high performing landing pages, increasing visit-to-inquiry rates by over 50% through refined user flows and functionality testing
- Led qualitative and quantitative research to uncover user pain points, driving iterative design improvements that boosted conversion rates by an average of 45%
- Documented key insights and presented findings to cross functional teams and stakeholders, helping align product decisions with user needs
- Built a centralized Figma component library, creating reusable design patterns to enhance scalability and maintain consistency across digital products
- Collaborated closely with developers to ensure proper implementation, resolving design challenges during development for a seamless user experience

Earth Hero

Lead UX Designer, (Apprenticeship) Remote, *October 2022 - January 2023*

- Built and led a global design team of six junior designers, mentoring and fostering collaboration across diverse skill sets
- Conducted user research such as card sorting and user interviews to best understand how users would anticipate the structure and IA of the application to complete their goals
- Utilized A/B testing to determine which user flows were more desirable to support user needs and limit pain points
- Designed prototypes and conducted usability testing to validate design decisions, incorporating feedback into iterative updates to meet user needs
- Delivered a research backed product prototype to stakeholders, achieving alignment with business objectives
- Developed design documentation, including workflows and style guides, to streamline design processes and ensure cross team accessibility

Moment Studio

Spotify - Lead UX Designer, (Contract) Remote, May 2022 - July 2022

- Led a team of six junior designers to conceptualize and prototype a user centric application in collaboration with stakeholders
- Facilitated weekly meetings to delegate tasks, review progress, and align on priorities, ensuring on-time delivery of project milestones
- Created a robust design system, including wireframes and reusable UI components, to standardize design practices and enhance collaboration
- Presented design concepts to stakeholders, gathering feedback and ensuring deliverables aligned with their vision

GlitchSecure - UX Designer, (Contract) Remote, May 2022 - July 2022

- Collaborated in weekly meetings with a team of six designers, actively reviewing tasks, workflow, and setting expectations for the upcoming week
- Conducted competitive analysis to identify trends and best practices, applying findings to inform design decisions and align with user expectations
- Designed intuitive and accessible desktop-first user interfaces for a cybersecurity platform, including user dashboards and login flows

MyShop - Product Designer, (Contract) Remote, March 2022 - June 2022

- Designed and prototyped a mobile first e-commerce application, creating user flows, wireframes, and a detailed sitemap to ensure seamless navigation
- Partnered with stakeholders to address user pain points, balancing technical feasibility with business and user needs
- Developed a style guide and reusable UI components to maintain consistency across the application, aligning designs with brand guidelines
- Iteratively refined designs based on usability testing, delivering a polished product that met stakeholder expectations

EDUCATION

Nova Southeastern University, Davie, FL

M.S. in Mental Health Counseling - Psychology

University of Central Florida, Orlando, FL

B.A. in Sociology

SKILLS

Design: Responsive Design, Wireframes, High-Fidelity Screens, Interactive Prototypes, Mockups, Annotating & Developer Handoff, Iterative Design, UI Design, Design Systems, Accessibility (WCAG), Component Libraries, Visual Design, Information Architecture, Site Mapping, Storyboarding, Journey Mapping

Research: User Stories, User Flows, Personas, Journey Mapping, Card Sorting, Usability Testing, Competitive Analysis, Heuristic Evaluation, Qualitative & Quantitative Research, Data Analysis, Interviewing, A/B Testing, Accessibility Reviews, Statistical Analysis, Data Visualization

Tools: Figma, Miro, Jira, Trello, Google Optimize, Optimizely, Google Analytics (GA4), Hotjar, Domo

Other: Cross-Functional Collaboration, Leadership & Team Management, Stakeholder Communication, Workshop Facilitation, Mentorship, Storytelling, Attention to Detail, Agile-Scrum Methodology, Storytelling

OTHER INTERESTS

Hiking, Camping, Scuba Diving, Pickleball, Taylor Swift, Reading, Podcasts, Corgis, Bike Riding