

Alexi Froese

UX DESIGNER

(905) 341-5104
alexifroese@gmail.com
<https://www.uxalexifroese.com>
Password: 8765
www.linkedin.com/alexi-froese-67b13223b

SKILLS

Empathy for Users- Actively understands and advocates for user needs.
Collaborative Teamwork- Skilled in working closely with cross-functional teams, fostering effective communication between designers, developers, and stakeholders.

TOOLS

Adobe XD, InDesign, Photoshop.
Figma, Sketch.
Jira, Confluence.
User Zoom.
HTML, CSS, JavaScript.
WebFlow.

APPLICATIONS

Agile & Scrum Methodology.
Wireframing.
Information Architecture.
Ideation.
Prototyping.
Persona Development.
Interaction Design.

CERTIFICATES & AWARDS

Research Ethics based on the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans Certificate.
UserZoom Platform Essentials Certificate.
Scotiabank Design Competition Winner.
Deans Honor Roll Recipient 2021-2024.

EDUCATION

Bachelor of User Experience Design September 2021-April 2025
Wilfrid Laurier University, Brantford ON
▪ **Double Certificate in Digital Media**

EXPERIENCE

Website Designer September 2024-Present
Jeen Custom Roofing
▪ Redesigning and developing a modern, user-friendly website to enhance the company's online presence and improve customer engagement.
▪ Collaborated with the onboarding team to improve the company's marketing strategies and optimize the efficiency of digital platforms.

UX Designer May 2024-August 2024
Canada Life
▪ Redesigned the Unified Agent Portal screens on Salesforce through research-driven wireframes created in Figma.
▪ Collaborated with Project Managers and developers to align designs with business goals and technical feasibility.
▪ Conducted usability testing and user interviews to refine workflows and improve user experience.

UX Designer May 2023-August 2023
Canada Life
▪ Collaborated closely on an agile project in the Digital Customer Experience unit through User Experience Design, Visual Design and User Research for mobile.
▪ Designed wireframes and developed prototypes for the claims process of the mobile app on Sketch and Figma.
▪ Conducted usability testing and user interviews to refine the designs and workflow based on feedback and organized the data.

UX Researcher January 2023-April 2023
HandGo -Wilfrid Laurier University
▪ Worked on and designed an award-winning app developed for the indigenous Center of Brantford in the UX200 class.
▪ Collaborated with my team throughout the entire UX design process, including user research, wireframing, prototyping, usability testing, and final iterations.
▪ Worked closely with the local Indigenous community to incorporate representation and sensitivity into the app's design.

COMMUNITY INVOLVMENT

Marketing Executive September 2024-Present
Clubs & Associations Marketing – Students Union
▪ Developed and executed marketing strategies to promote the campus clubs and associations for Wilfrid Laurier University, driving student engagement and participation.

Marketing Executive September 2024-Present
Hawk Team – Students Union
▪ Designed and oversaw marketing campaigns across social media and on-campus platforms to plan and promote engaging student events.

Vice President May 2023-April 2024
User Experience Design Student Association
▪ Oversaw and engaged in ideation/planning, securing partnerships, finances, and marketing for events, workshops, and initiatives to support student learning and professional development in UX design.

Social Media Manager May 2022-April 2023
User Experience Design Student Association
▪ Developed and managed content strategies for all social media platforms, increasing engagement and promoting UXDSA events.