

ALEXI FROESE

UX DESIGNER

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EXPERIENCE

UX Designer - Canada Life

June 2025 - Present

- Design user experiences for the SmartPayroll online enrolment platform, enabling users to set up and manage contributions across savings products.
- Create and iterate on wireframes and high-fidelity prototypes in Figma, translating complex requirements into clear enrolment flows.
- Conduct usability testing and user research to validate designs and identify pain points.
- Collaborate with designers, product managers, developers, and cross-functional stakeholders in an agile environment to align UX solutions with business and regulatory needs.
- Present design concepts, user insights, and testing findings to stakeholders, advocating for user-centred improvements.

UX Designer co-op - Canada Life

May 2024 - Aug 2024

- Designed end-to-end UX solutions for the Unified Agent Portal (UAP) and eCRM within Salesforce, translating business and user needs into clear wireframes in Figma.
- Conducted user interviews and usability testing while collaborating with product managers, developers, and stakeholders in agile scrum teams to validate workflows and align designs with business goals.

UX Designer co-op - Canada Life

May 2023 - Aug 2023

- Supported UX, visual design and research for a production mobile application as part of an agile product team, contributing to visual design and user-centred solutions.
- Designed wireframes for the "Make a Claim" feature and iterated on designs through collaboration with designers, developers, and stakeholders, incorporating usability testing and user feedback to reduce friction in a high-stress user journey.

EDUCATION

Bachelor of Design - Honours User Experience Design

Sep 2021 - April 2025

Wilfrid Laurier University

- Minor in Digital Media
- Deans Honour Roll Recipient 2021 - 2025

SKILLS & TOOLS

- Wireframing & high-fidelity prototyping
- User research & ux writing
- Information architecture & navigation systems
- Journey mapping & user flows
- Usability testing & user interviews
- User-centred design & empathy
- Cross-functional collaboration
- Figma, Sketch, Adobe CC
- FigJam, Miro
- Jira, Confluence

COMMUNITY LEADERSHIP & INVOLVEMENT

Marketing Executives — Students' Union (Clubs & Associations, Hawk Team, Food Bank)

May 2023 - Apr 2025

- Plan and execute engagement-focused campaigns across digital and on-campus channels, tailoring messaging to diverse student groups and event audiences.

Vice President — UX Design Student Association

May 2023 - Apr 2024

- Led planning and execution of UX-focused workshops, events, and initiatives supporting student learning

Social Media Manager — UX Design Student Association

May 2022 - Apr 2023

- Managed content strategy across social platforms to increase awareness and engagement for UXDSA events and initiatives.