

Alex Mercer

Senior UX / Product Designer

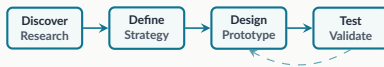
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DESIGN PROCESS



CORE EXPERTISE

- **User Research:** User interviews, persona mapping, usability studies.
- **Interaction Design:** Rapid wireframing, high-fidelity interactive prototypes.
- **Information Architecture:** Card sorting, sitemaps, user flows.
- **Design Systems:** Scalable token-based UI libraries, style guides.
- **Usability Testing:** Moderated / unmoderated validation, A/B testing.

DESIGN TOOLKIT

Design & Prototyping

Figma, Sketch, Adobe XD, Principle, Framer, InVision

Research & Analytics

UserTesting, Maze, Hotjar, Optimal Workshop, Nexa Analytics

Collaboration & Code

HTML5, CSS3, JavaScript, Webflow, Git, Jira, Notion

EDUCATION

M.S. in HCI

Georgia Institute of Technology
2018 – 2020

B.F.A. in Graphic Design

Rhode Island School of Design
2014 – 2018

PROFESSIONAL SUMMARY

Senior UX Designer with 6+ years of experience crafting intuitive, data-driven digital products across mobile and web platforms. Expert at translating complex user requirements and business objectives into elegant, user-centered flows. Collaborative partner to product managers and engineers, focused on boosting engagement, conversion rates, and overall user delight.

PROFESSIONAL EXPERIENCE

Senior Product Designer

New York, NY

Spotify

2022 – Present

- Spearheaded the redesign of the Spotify mobile podcast onboarding flow, achieving a **22% increase** in monthly active listener conversion.
- Established and maintained a multi-platform design system that reduced designer-to-developer handoff cycles by **35%** across 4 product tracks.
- Led 60+ moderated usability test sessions, translating qualitative feedback into actionable user flows, wireframes, and design specs.
- Mentored 3 junior product designers, promoting best practices in accessibility (WCAG AA compliance) and interface architecture.

Product Designer

San Francisco, CA

Wealthfront

2020 – 2022

- Co-designed an automated retirement planning dashboard that simplified complex portfolio modeling for over 150k novice investors.
- Reduced drop-off in the account setup funnel by **18%** using progressive disclosure strategies and optimized input patterns.
- Partnered with frontend engineers to build a unified React UI library, aligning component libraries with brand standards.

UX Design Intern

Austin, TX

Cortyx

Summer 2019

- Restructured the navigation taxonomy of the Cortyx Cloud Console via card sorting studies, resulting in a **12% faster** task completion rate.

SELECTED CASE STUDIES

Spotify Podcast

Redesigned sign-up flow, boosting listener conversion by 22%. Built interactive high-fidelity prototypes in Figma.

Wealthfront App

Created a simplified automated retirement tool, reducing onboarding drop-off by 18%. Led accessibility reviews.