





# Alex Kauffman

Product Designer focused on the intersection of design and development. I prioritize visionary concepting and strategy refinement before moving to pixel-perfect solutions. Seeking roles in Human Factors Engineering and UX Design.

-  alex-kauffman.com
-  github.com/Xander13
-  in/alex-kauffman
-  xanderkau13@gmail.com

## Experiences

### Left Field Labs

- Deliver full-cycle digital design assets via Webflow, HubSpot, and custom code, producing high-fidelity web pages and responsive email systems.
- Execute all visual design for social media, including LinkedIn campaigns and digital assets, ensuring brand-consistent delivery in support of marketing leadership.
- Implement CMS infrastructure updates, building scalable blog templates and content layouts for the Left Field Labs website.

Freelance Full Stack DesignerNov '24 – Present

### Hook

- Improved production workflows for YouTube TV by contributing to the design system and enabling faster, more consistent multi-platform output across a large design team.
- Translated complex UX flows into clear, engaging motion design assets for Google Bard (pre-Gemini) marketing assets.
- Boosted DNA kit sales for Color Health by evolving the design system and researching market positioning to transform "clinical" UX into 40+ high-conversion landing pages and campaign assets.

DesignerNov '21 – Jul '24

## Design & DevOps Internships

- Instrument

Visual Design Intern • Summer '21

Collaborated with the Wizard team to develop visual design systems for Google for Creators, Google Sustainability, and Google GNI using Figma.
- Punchcut

Visual Design Intern • Summer '20

Designed and optimized UI/UX components for global clients such as Amazon AWS and Visa, focusing on web accessibility and user engagement.
- Quickbase

Visual Design Intern • Summer '19

Bridged design and engineering workflows by defining CDX UI patterns and concepting new user flows. Collaborated with engineering to align Sketch/Zepplin specifications with product shipping standards.
- Williams International

Dev&Ops Intern • Summer '18

Optimized sales workflows by deploying custom Python/SQL application that flagged urgent orders for immediate action.

## Select Projects

- Duolingo ASL

2024

Strategic Vision: Concepted an expansion into non-verbal languages by synthesizing user research with emerging technical insights.

Technical Engineering: Developed a Python script in Blender that parses text into fingerspelling animations, auto-keyframing 3D hand rigs to eliminate manual animation and prioritize UX/motion quality.

Market Validation: Spearheaded a viral proof-of-concept campaign that generated 361K+ impressions and 8K+ reactions, validating global demand for accessible UX.

## Education

- Rochester Institute of Technology

2016 – 2021

Studied BFA New Media Design with GPA: 3.69/4 • Magna cum laude Honors

Core Competencies: UI/UX Design, Interaction Design, Creative Coding, Motion Graphics, & 3D Modeling.

## Mentorship & Leadership

- Portfolio Reviewer & Mentor

2020 – Present

Mentor emerging designers on portfolio storytelling and visual impact by delivering strategic feedback in workshops and online to boost industry visibility and career prospects.

## Skills

### Design & Strategy

- Product Vision & Strategy
- Rapid Experimentation
- Accessibility & Inclusive Design
- Empathetic Thinking
- Wireframing & Prototyping
- Collaboration

### Tools

- Figma
- Sketch / Adobe XD
- Blender / C4D
- Principle
- Webflow
- Framer

### Development

- HTML/CSS
- Python
- Git / GitHub
- SQL
- Javascript
- Java

## Articles

- AdAge

October 2023

Deaf Creatives: 6 Ways Agencies Can Create Accessible and Inclusive Environments

Published "Accessibility Frameworks," providing agencies with actionable strategies to eliminate communication barriers and build inclusive environments for Deaf and hard-of-hearing professionals.

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- Tools

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