

# 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](http://alex-kauffman.com)  [github.com/Xander13](https://github.com/Xander13)  
 [in/alex-kauffman](https://in/alex-kauffman)  [xanderkau13@gmail.com](mailto: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 Designer Nov '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.

Designer Nov '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 conceiving new user flows. Collaborated with engineering to align Sketch/Zeplin 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: Conceived 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

Empathetic Thinking

Rapid Experimentation

Wireframing & Prototyping

Accessibility & Inclusive Design

Collaboration

### Tools

Figma

Principle

Sketch / Adobe XD

Webflow

Blender / C4D

Framer

### Development

HTML/CSS

SQL

Python

Javascript

Git / GitHub

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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