

ALEX ROBINSON

Product Designer

www.afknot.com/portfolio

SKILLS

Design

Human-Centered Design
Interaction Design
Graphic Design

Research

Prototyping / Wireframing
User Flows and Journeys
User Research

Tools

Adobe Creative Suite
Sketch
Figma

Development

HTML / CSS / Sass

EDUCATION

University of Baltimore

Bachelor's in Digital Communication

Media Design and Production

Cum Laude, Cumulative GPA of 3.6

SUMMARY

Hi, I'm Alex! I'm a designer with more than 16 years of experience in product and UX design, brand identity design, and front-end development.

PROFESSIONAL EXPERIENCE

CVP (Customer Value Partners) | Columbia, MD

Senior UI Designer | September 2020 – Present

- Leading the design efforts for the modernization of the EPA's Emissions Collection and Monitoring Plan System (ECMPS) and the Air Markets Program Data (AMPD) cloud data products.
- Translating user research into low- and high-fidelity UI designs and interactive prototypes, utilizing the U.S. Web Design System (USWDS) and the EPA style guide.

Mosaic Learning, Inc. | Columbia, MD

Senior UX Designer | December 2019 – September 2020

- Planned and conducted user research. Translated research into user personas, task flows, and product requirements.
- Designed low- and high-fidelity user interfaces and developed interactive prototypes for educational products—including mobile apps, learning management systems, and VR/AR applications.
- Developed and maintained pattern libraries to support the development team and other product designers.

Johns Hopkins Carey Business School
Certificate in Business Communication

Johns Hopkins University, Jhpiego
Global Management Training Program

CCI at Johns Hopkins University
Certificate in Digital Media

EXTRAPROFESSIONAL EXPERIENCE

Baltimore Pride | 2015-2019

As a long-time ally of the LGBTQA community, I helped organize the Johns Hopkins presence in the Baltimore Pride parade. Increasing our presence from around 15 marchers in 2014 to more than 300 in 2019—winning the distinction of being the largest group four years in a row. I also designed the concept of the “scrub rainbow,” in which marchers would wear colored scrubs and line up in a rainbow formation.

JhPRIDEgo | 2019

While employed at Jhpiego, I created JhPRIDEgo—an employee resource group for LGBTQA staff members. We organized “lunch and learns,” and LGBTQA advocacy events.

Employee Engagement and Diversity Committee | 2012-2015

While employed at Johns Hopkins Medicine, I co-chaired the Employee Engagement and Diversity Committee (EE&DC)—a committee organized around employee engagement,

Johns Hopkins University, Jhpiego | Baltimore, MD
Senior Web Designer | May 2019 – December 2019

- Led a team of web designers in the design and development of a custom WordPress theme for the Jhpiego.org website.
- Conducted stakeholder interviews which translated into user personas, IA documents, user flows, user journeys, and wireframes using Axure, Adobe Illustrator, Photoshop, and XD.
- Designed and developed several major WordPress websites for global public health projects using semantic HTML, and Sass/CSS.
- Supported fundraising efforts by producing emails, creating donation portals, and designing and developing a website for the organization’s annual gala.

Web Designer | March 2016 – April 2019

- UI design for the Helping Mothers Survive program. Utilized user research, personas, IA and wireframes to plan, design, and develop this online community of public health professionals.
- Designed and handled the production of digital content, including websites, online campaigns, branding and graphic design, email design and development, and motion graphics for communication and digital fundraising efforts.

Johns Hopkins Medicine | Baltimore, MD

Web Production Specialist | August 2012 – March 2016

- Led the redesign of the Johns Hopkins Medicine (JHM) nursing department intranet, which was awarded the eHealthcare Leadership Awards, Healthcare System, Silver Award for Best Intranet.

diversity and inclusion, cultural competence and education, community service, professional and personal development, and wellness.

- Designed and disseminated a survey to nursing staff that yielded more than 100 respondents. That research translated into Balsamiq wireframes, UI designs, and feature enhancements for the JHM nursing department intranet.

CommPartners | Columbia, MD

Creative Director | July 2010 – August 2012

- Managed the creative division of a small interactive firm, including full creative and production responsibility for all design, web, email marketing, and print work.
- Supervised a team of designers while maintaining a busy design workload, and managing client relationships.
- Led in the creation of a virtual board-meeting platform that allowed the firm's non-profit and association clients to hold board meetings virtually—saving thousands of dollars on travel, and lodging expenses.

Web & Graphic Designer | March 2007 – July 2010

- Responsible for design and front-end development of online event portals, email newsletters, and websites.

Little b Design | Baltimore, MD

Junior Web Designer | August 2005 – January 2007

- Assisted with several large website builds and designs, designed logos, and produced videos for a wide range of local clients.