

ALEX CANTRELL

Senior UX & Product Designer

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Overview

Experienced Senior UX Designer adept at translating complex user needs into intuitive, visually captivating experiences. With expertise in tools like Figma, Lucidchart, and Adobe Creative Suite, I excel at leading design processes, conducting user research, and knowing which methodologies to employ to drive product excellence. Skilled in collaboration and stakeholder management, I am committed to delivering impactful solutions that prioritize usability, inclusion, and accessibility.

Tools & Skills

- | | | | |
|--------------|-------------------------|-----------------------------|------------------------|
| • Figma | • Jira/Confluence | • Conversational Design | • Data Visualization |
| • InVision | • Adobe Creative Suite | • Accessibility | • Microsoft Power BI |
| • Abstract | • Workshop Facilitation | • Lean UX, A / B Testing | • Microsoft Power Apps |
| • Zeplin | • Research and Strategy | • Information Architecture | • Agile Practices |
| • Miro/Mural | • User Interviews | • Qual / Quant Research | • Android / iOS / Web |
| • HTML/CSS | • Usability Testing | • Wireframing & Prototyping | • Generative AI |

Experience

CENTENE

SENIOR UX DESIGNER

(Consulting via
TEKsystems)

FEB 2023 - APR 2023

Dashboard designer for Business Intelligence Center of Excellence

- Led design processes for dashboard transformations from MicroStrategy to Power BI, leading to a 50% increase in awareness and 20% reduction in average time spent in the platform.
- Conducted focus groups, surveys, and 1:1 interviews to provide strong foundations of user research, navigating highly technical and niche areas of focus for health workers & care managers.
- Contributed to storytelling guide, design system, and Power BI chart standardization effort.

HERSHEY

UX DESIGNER

(Consulting via
TEKsystems)

SEPT 2023 - DEC 2023

Product design lead for kitchen operations management tool

- Defined process and led execution to build critical recipe management tool for Hershey kitchen chefs.
- Conducted stakeholder interviews, examined past solutions, and provided UX assessment of MVP.
- Negotiated challenges and opportunities unique to working with Microsoft Power Apps platform.
- Solved longstanding challenges including approval flow, advanced search and filter, and presentation of ingredients to cooperate with future multi-system integration plans.
- Transformed a complex legacy system into an intuitive, accessible app, capturing institutional knowledge, streamlining recipe creation and management; team delivered early and under budget.

WOEBOT

UX CONVERSATION DESIGNER

MAR 2022 - APR 2023

Prototyping lead for mental health chatbot

- Joined digital therapeutic company during transformational time in chatbot industry.
- Led prototyping efforts for over a dozen new features, utilizing sketches, wireframes, and prototypes to visualize opportunities and gather internal and external stakeholder feedback.
- Spearheaded support for 'My Happy Place' feature using generative AI to create a positive and therapeutically valuable module that seamlessly integrates into the Woebot app.
- Performed competitive analysis across 10+ mental health DTX apps, providing key information to leadership about competitor strengths and weaknesses, potential gaps and opportunities.

INSIGHT

STAFF UX DESIGN CONSULTANT

JAN 2017 - JAN 2022

Expert UX consultant at Insight Enterprises for 30+ projects

Provided expert UX agency consulting for projects in a variety of industries including healthcare, finance, energy and grocery, including clients such as Brigham & Women's Hospital, Charles River Labs, Honeywell, Giant Eagle, DTE, WTW, and Anheuser-Busch InBev. Projects include IoT dashboards, sales dashboards with data visualization, custom resource management and planning tools, and multiple end-to-end multi-channel chatbot experiences.

SELECT WORK AT INSIGHT ENTERPRISES

DTE

CONVERSATION DESIGNER

(Consulting via Insight)

JAN 2019 - JAN 2022

UX conversation designer for multiple voice-only chatbots integrated with IVR system

- Served as sole UX designer for the first and subsequent engagements with energy company, DTE.
- Designed chatbots from research through implementation using Microsoft Bot Framework, including bots to automate move in and move out procedures, to flag and handle 'high bill' calls, and a set of rules to affect global UX with the goal of reducing call center load and average call handle time.
- Used a variety of UX methodologies to help move the team forward; from affinity mapping, design thinking, and information architecture workshops, to multiple sequences of Wizard-of-Oz testing with internal and external stakeholders.
- Evangelized best practices to ensure accessibility for diverse users, especially the elderly and those who are less technologically capable, working closely with agency and client development teams.
- Provided key clarifications with regard to integrating text-to-speech and natural language processing, proving value and optimizing user flows for efficiency and problem resolution.
- Suggested iterative improvements to live solution over six months, adjusting from feedback & analytics, resulting in a 30% reduction in call center volume and millions in annual savings.

WTW

UX / UI DESIGNER

(Consulting via Insight)

MAY 2018 - SEPT 2018

UX / UI designer for multi-phase engagement with insurance company

- Success co-leading previous project, a modular 'Home Page' with multiple tiers of configuration, led to engagement to build two chatbots for users to learn about health insurance plans and HR resources.
- Served as sole UX designer for white-label visual chatbot system that would simplify access to complex insurance info. Assembled journey map, clickable prototypes, and visual design options.
- Collaborated with development team to fine-tune NLP model, ensure predictable outcomes, and monitor contrast and accessibility guidelines that were programmed into white-label system.
- Provided visual designs allowing white-label customizations for client's 500+ customers.

TCCD

UX / UI DESIGNER

(Consulting via Insight)

NOV 2018 - APR 2018

UX / UI designer for community college in Texas, USA

- Worked closely with principal designer and business analyst to provide research and wireframe capabilities for an ambitious client invested in modernizing the complex, overlapping legacy systems that allowed prospective students to apply and enroll in the university.
- Created service maps of increasing complexity and detail, providing clarity to all project stakeholders and socializing these maps for consensus. Later, used maps to identify gaps and system overlaps.
- Introduced concept for dynamic contextual home page, hugely simplifying task tracking for students.
- Led mobile wireframing and prepared multiple interaction models to support information delivery with the goal of reducing a 6-8 trip application process to 2-3 trips, modernizing procedures and unifying a fragmented technology environment.

AB-INBEV

UX WRITER

(Consulting via Insight)

OCT 2017 - FEB 2018

UX writer for design system built for global beverages company in Chicago, USA

- Collaborated with lead UI designer and broader team to create an innovative design system, unifying diverse design standards across global divisions for a leading beverage manufacturer.
- Designed and implemented a user-friendly website interface for the design system, enabling global access and usability through extensive wireframing and testing.
- Wrote all documentation for each component for Android, iOS, and Web platforms.

BLUOMETAL

ASSOCIATE UXD

OCT 2016 - JAN 2017

Associate UX designer at Bluemetal Architects, later acquired by Insight Enterprises

Crafted elegant web, mobile, and interactive device software solutions for clients. Placed on team under direction of creative director and lead art director; benefitted from a tight-knit team structure.

SEALED

FOUNDER

OCT 2016 - JAN 2017

Founder of a mobile social app, 'Sealed Messenger'

Brought original concept, 'digital time capsule', from idea to market - met with limited success. Created MVP designs and collaborated with developers. Leveraged experience into role at BlueMetal Architects.

Education

B.A. from Wesleyan University

Major in 'Science in Society Program' with concentrations in Sociology and Environmental Science