ALEX JOHNSTONE
UX Designer | Los Angeles

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SUMMARY

I'm a user experience designer with a diverse background and skill set for crafting innovative design solutions. My experience in filmmaking helped me develop an eye for storytelling and flow. As a visual merchandiser, I learned to appreciate the nexus of design and business goals. And my work in client service has instilled a deep understanding of the power of empathy and human-centered design.

EDUCATION

General Assembly
User Experience Design Immersive
Los Angeles, CA

The New School
B.S. in Film Studies & Production
New York, NY

SKILLS

Heuristic Analysis, C&C Analysis, Interviewing, Surveying, Information Architecture, Site Maps, Card Sorts, Affinity Maps, A/B Testing, Persona Development, Journey Maps, Flow Diagrams, Storyboards, Wireframes, UI Design, User Testing, Design Iteration, Interactive Prototypes, Agile Methodologies, Excellent Written & Verbal Communication

TOOLS

Sketch, Photoshop, Adobe XD, InVision, Principle, Lucid Charts, Survey Monkey, Google Suite, Microsoft Office Suite, Keynote, Working Knowledge of HTML/CSS

PROJECTS

UX Designer
In-N-Out Digital Kiosk Design
Concept project to develop an in-store digital ordering alternative to reduce In-N-Out's customer wait time.
• Applied research best practices to gain insight into customer goals, as well as marketplace trends.
• Developed, tested, and iterated an easy, intuitive user flow.
• Delivered a high-fidelity prototype consistent with In-N-Out's branding and "secret menu".

EXPERIENCE

UX/UI Designer, 2019-Present
MovieMind Green Los Angeles, CA
Developing an e-commerce website aimed at balancing sustainability with affordability.
• Strategized design solutions to meet user and business goals.
• Applied research methods to gain insight into user needs, as well as industry trends and best practices.
• Designing a high-fidelity prototype that will give users visual feedback on the positive environmental impact of their purchases.

Web Designer, 2019
VOCALISE
Designed a website and mobile version for a non-profit that reflects its mission and branding.

UX/UI Designer, 2018
Thready Los Angeles, CA
Tutorial redesign for a native mobile messaging app.
• Conducted usability tests, interviews and surveys to gain insight into user pain points, and researched industry best practices.
• Redesigned critical UI elements to establish a consistent pattern.
• Created a clickable prototype with a simplified tutorial and streamlined user flow that reduced onboarding time and steps by half.

Lead Merchandiser, 2013-2018
My Little Sunshine New York, NY
• Designed product presentations and window displays to enhance the customer experience.
• Strategized merchandising based on seasonal changes and business needs.

Assistant Editor/Associate Producer, 2009—2013
Boynton Films New York, NY
• Logged and organized hundreds of hours of footage.
• Transcribed the rough cut for the final edit.
• Created a script of the completed film.