Alex Infante

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ABOUT ME

Strategic product designer with over a decade of experience in customer/user-facing roles ranging from sales to user experience design. Passionate about solving problems with a knowledge that building relationships is key to understanding any challenge, and creating usable products is only part of the very iterative journey.

PROFESSIONAL EXPERIENCE

OCLC, Inc.

Senior Experience Designer Aug 2023 - Present, Contractor

Worked on a cloud-based platform, WorldShare, that offers an integrated management of library workflows.

- Collaborate with the cross-functional teams to modernize several modules of the platform using updated style guide and React framework while also contributing reusable patterns, components and other design system items when possible.
- Initiated weekly alignment sessions with the UX team to ensure consistency in design deliveries as well as to gather feedback for potential design system submissions.
- Conducted research sessions with several platform users to influence design enhancements.
- Toured a client library to learn the ins and outs of the Interlibrary loan process in order to better understand the jobs needing accomplished as well as staff needs and desires.

Trimble Inc.

UX/UI Designer Jan 2022 - Aug 2023

Was dedicated to leading SaaS-based construction program management solution, e-Builder (a Trimble product).

- Conducted user research and synthesis including experience & story maps, workflows, mockups, and prototypes optimized for native, web and mobile.
- Collaborated with the UX team and Design System group to design the overall components, elements, behaviors, patterns, styles, and functionality of the product and iterate to ensure a great user experience.
- Contributed and moderated co-creation sessions, user story writing and feature memo BDDs.
- Collaborated with high-profile clients to enhance most frequented features of the software and implemented Gainsight analytics to measure success.
- Focused on design quality, efficient delivery using Kanban methodology and prepared digital assets for the development team.
- Assisted the interviewing, hiring and mentoring of a new senior UX designer.
- Was brought into a mobile sector group to help design an all-in-one mobile platform for all asset management across Trimble.

Moment Studio

Product Designer May 2020 - Dec 2021

Collaboratively designed end-to-end experiences catering to a variety of clients' needs.
- Created user journeys, personas, sketches, wireframes, and other UX/UI deliverables to present ideas & solutions.
- Worked with several clients with different needs including but not limited to:
  - e-commerce for web
  - Food delivery mobile application
  - Video production services
  - Personal fitness trainer plans and services
  - etc.
- Led and mentored several of these projects with teams ranging from 2- 6 other designers.

Root Insurance

Claims Adjuster & Trainer Oct 2018 - 2021

Primarily focused as a claims specialist for Root Insurance, a mobile app based auto insurance platform. Assisted in a design capacity as well for both internal enterprise systems and external user experience.
- Voluntarily submitted design proposals backed by user findings and existing data while participating in several refinement sessions with product and development teams.

Homeside Financial

Account Manager Oct 2017 - Oct 2018

Primary focuses included generating new business for mortgage refinancing, collaboration with licensed loan officers and management team

Tansky Sawmill Toyota/Mercedes-Benz of Easton

Equity Mining Specialist Sep 2016- Nov 2017

Primary focus included equity mining opportunities for current finance and lease customers.

Vector Marketing

Cutco Pilot Sales/Recruiting Manager Jul 2013- Aug 2017

Primary focuses included recruiting, training, developing, and direct sales for Cutco Cutlery.

SKILLS

Research
- Opportunity mapping
- Jobs-to-be-done
- Cognitive walkthroughs
- Unmoderated & moderated usability studies
- Story mapping
- User journeys

Design tools/Software
- Figma, Adobe XD
- MURAL
- Miro
- MUIQ

Other tools
- Microsoft/Google
- Confluence/Jira
- Gainsight
- Salesforce
- Aha!

Attributes
- English & Spanish speaker
- Excellent written and verbal skills
- Thorough researcher
- Natural leader
- Collaborative
- Detail-oriented
- Curious by nature
- Innovative problem solver