

# ALEX HEYING

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Portfolio: alexheyning.com

## SKILL SET:

- Product Design
- Design Systems
- Concepting / Ideation
- Iterative Design
- Art Direction
- Prototyping
- User Research
- Client Interfacing

## SOFTWARE:

- Figma (#1 favorite)
- Photoshop (#2 fav)
- Premiere
- After Effects
- Illustrator
- In Design
- Adobe CC
- Jira / Confluence
- Asana
- Basecamp

## RECENT EXPERIENCE:

SharkNinja (via BadBot Studio)

*Senior UX Designer / April 2023 - Present*

- Design Subscribe & Save UX, for new and future consumable product launches.
- Implement cohesive UX solutions across Enterprise D2C, Customer Care, more.
- Apply iterative roadmap that accounts for dependencies and scope limitations.
- Lead cross-team UX discussions with key stakeholders and devs, presenting best practices and possible trade-offs, while advocating for user testing.
- Create visual design prototypes for both Ninja Thirsti and Shark Beauty teams.
- Collaborate with 4 other designers + lead and mentor 2 junior designers.
- Design new / evolved web components and assets across SharkNinja platforms.

PartnerPortal.io

*Director User Experience Design / May 2021 - Present*

- Provide strategic UX and UI design roadmap for mid-market SaaS PRM app
- Design (6+) new features + diagnose and reconfigure existing features including: payment automation, tiered program management, analytics dashboard, more.
- Overhaul product UI with responsive design system, reducing dev overhead.
- Conduct research sessions with end-users during iterative design process.
- Close collaboration with dev leads and c-suite on product roadmap, goal setting.
- Write UX documentation, conduct usability testing, manage front-end devs.
- Design new website, up returning users by 15%, page views per user by 4x.
- Product success metrics: 2.4x customers in 2022, fastest onboarding among

TKO Studios

*UX/UI Design Lead / June 2019 - March 2021*

- Designed e-commerce UX / UI for TKO Studios (the first fully self-distributing comic book publisher in the United States).
- Researched / applied end user and market insights for both D2C and B2B.
- Quadrupled overall conversion rate with new website. D2C alone even higher.
- Designed Amazon content + web features and campaigns that led to record sales.
- Managed dev team and implemented QA / testing protocols.

Additional Clients:

- Famous Frames (2023): new lead-gen-focused web UX for creative agency.
- CURB (2023): new non-profit website + content management UX solutions.
- Thrive Natural Care (2021): Consultation on new branding and identity.
- JUSTICELA (2020): Campaign concept, art direction, billboard design and web UI.
- Under Armour (2020; with Boombang Inc): Ideation + UI for athletic training app.

## EDUCATION:

BFA (film) / San Francisco Art Institute / San Francisco, CA

2011 - 2013

Bezalel Academy of Art and Design / Jerusalem, Israel

2012

University of South Dakota / Vermillion, SD

2008 - 2011