ALEX WISHNICK

UX LEAD

ABOUT

Passionate UX lead with experience designing end-to-end user experiences for complex digital platforms. Proven track record in user research, stakeholder collaboration, and driving measurable business results through human-centered design.

CONTACT

📍 Denver, CO

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📞 972-971-0904

SKILLS & TOOLS

UX Research & Strategy

•User Research •Competitive Analysis •User Flows •Sitemaps •Information Architecture •Usability Testing •Heuristic Evaluation •A/B Testing •Stakeholder Collaboration & Interviews •Human-Centered Design

Design & Prototyping

•Wireframing •Prototyping •Visual Hierarchy •Interaction Design •Responsive Design •Accessibility •Design Systems •Inclusive Design

Design Tools

•Figma •Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD) •AI Tools •Canva

Technical Skills

•HTML •CSS •Javascript •Wordpress •Shopify •Wix •SquareSpace •Drupal •Elementor •Advanced Custom Fields (ACF) •C++ •Java •Processing

Project Management & Collaboration

•Cross-Functional Collaboration •End-to-End Experience Design •Microsoft Office Suite (Powerpoint, Excel, Word, Teams) •Project Timeline Management •Consultative Problem-Solving •Adaptable to Dynamic Environments

EDUCATION

B.A. in Creative Computing, Psychology Minor, Graphic Design Minor   May 2020

Southern Methodist University

Professional Diploma in UX Design   Ongoing

UX Design Institute

EXPERIENCE

UX & Visual Designer - Freelance   Apr 2020 – June 2022
   May 2025 – Present

Self-Employed

- Conducted user experience audits and redesigned websites to improve usability, navigation, and conversion rates across Shopify and WordPress platforms

- Created user-centered design solutions including wireframes, user flows, and visual designs aligned with client business goals and user needs

- Collaborated directly with business owners and stakeholders to translate business requirements into intuitive user experiences

- Optimized digital touchpoints for multi-channel marketing campaigns, focusing on user engagement and conversion optimization

- Developed comprehensive brand and UX strategies to maintain consistency across digital platforms and social media channels

UX & Visual Designer – Freelance   Apr 2022 – June 2022,
   May 2025 – Present

For an Agency: [L]earned Media

- Designed user-focused web experiences and created presentation decks for client strategy communications

- Developed email marketing campaigns and templates in Mailchimp, optimizing for user engagement and conversion rates

- Collaborated with agency teams to deliver cohesive user experiences across web and email platforms

UX Lead & Web Specialist   June 2022 – May 2025

Tandem Theory | Dallas, TX | Remote

- Led UX research and optimization initiatives resulting in 5K incremental increase in bookings, an additional $3.2M in incremental revenue, average order value increased to $1,250, and +380% in bookings vs prior year during holiday push

- Conducted user research through competitor analyses and website audits to inform strategic UX decisions

- Created detailed sitemaps, wireframes, and user flows to guide project development and enhance user experience

- Collaborated with cross-functional teams and stakeholders to deliver end-to-end user experiences

- Applied human-centered design principles to optimize conversion funnels and user flows

- Leveraged AI tools and analytics platforms (i.e. HotJar) to enhance UX productivity and inform data-driven design decisions

- Built and maintained responsive WordPress websites using Elementor, custom CSS, and HTML