



# ALEX MAEDER

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Seasoned designer with an eye for clean, user friendly UI. Experience designing cross platform solutions, for both customer facing and internal use. Avid proponent of intuitive UX and champion of creative collaboration between disciplines. In depth knowledge of Sketch and Invision.

## WORK EXPERIENCE

### **American Well** | UI Designer | 10.2019 - present

- Responsible for updating web experience for healthcare providers
- Collaborate with product and engineering teams to develop and refine application screen layouts while optimizing usability

### **In Good Company** | UI Designer (Contract) | 06.2019 - 10.2019

- Ensured consistent branding and scaleable content by creating a styleguide and Sketch library
- Designed new company blog to match company brand
- Worked with engineering to make site improvements and determine best practices

### **Yaymaker** | UI Designer | 05.2017 - 04.2019

- Lead role in creation of wireframes and transactional emails for Yaymaker (formerly Paint Nite) rebrand
- Worked with other departments to design user friendly solutions on our internal staff platform, Backstage
- Acted as intermediary between Creative and Tech teams to ensure designs were intuitive and feasible

### **FirstFuel Software** | UI Designer | 02.2016 - 05.2017

- Part of two person team responsible for all visual designs of company SAAS products
- Collaborated with multiple teams to define & implement solutions for the product direction & experience
- Created wireframes, storyboards, user flows, & site maps to communicate interaction & design ideas

### **CISCRP** | Freelance Graphic Designer | Boston, MA | 09.2015 - 12.2015

- Principal designer for clinical research non-profit organization
- Created invitations, apparel, & marketing materials

## EDUCATION

### **School of the Museum of Fine Arts** | Boston, MA

Certificate in Graphic Design | 2015

### **Tufts University** | Medford, MA

Bachelor of Arts in International Relations, minor in History | 2001

## SKILLS

Sketch, InVision, Photoshop, Illustrator, Wireframing

## LANGUAGES

French (fluent), German (basic)