

RAHUL ALEXANDER

USER EXPERIENCE DESIGNER

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SKILLS

User Research and Insights
Usability Testing

Personas

User Journeys

Visual Design

Prototyping

Accessibility

Figma / Adobe XD

Sketch App / Invision / Balsamiq

Sublime / Miro

Adobe Creative Cloud

HTML / CSS / JS / GIT

EDUCATION

Pratt Institute

MFA, Fine Arts / New Media

Tufts University

BFA, Fine Arts

UX / UI Designer

May 2020 – Present

NYC Dept of Information Technology (DoITT)

Working alongside NYC's 311 Mobile (iOS / Android) Team to connect everyday New Yorkers to their city agencies through the 311 product suite

User Experience Designer

April – December 2019

NYC Department of City Planning (DCP)

Embedded within DCP's engineering teams to ensure end-user needs were met as the department moved to a series of online portals for NYC's zoning application and review process. Conducted UX / UI audits and redesigns of existing products- CD Priorities (district budget prioritizing) and CPC Electronic Sign-in (tablet & commission hearing room screens UI)

User Experience Designer

September 2018 – April 2019

Wythe Creative

Contributed to research and development of UX strategy for early-stage startups

UX Consultant

August – October 2018

Carvoy

Led design teams through a sprint to audit an existing e-commerce products, conduct user research, and test features that both improve business metrics and provide users a more customized auto-leasing experience.

Designer & Arts Professional

2012 – 2018

Commission-Based

Partnered with city-wide non-profits & cultural institutions on design initiatives for websites and public arts commissions

Instructor & Lecturer

2013 – 2016

Parsons School of Design & Pratt Institute

Instructed students in the Integrated Design Theory & Practice curriculum; an introduction to technology and creative process through iterative design