Alexi Maczka - UX/UI Designer

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Summary

I work collaboratively with other teams, leading projects from conception, through ideation, prototyping, testing, UI design, and finally to implementation whilst ensuring the user's needs remain the focus.

Skills

Responsive Design Across Devices	UX & UI Design	User Testing & Research
iOS & Android App Design	Prototyping	Cross-functional Team Leadership

Experience

Ivy Softworks 4/2015 - Present
Product UX Designer
Working within a Design-led, early stage startup, we're building a extremely ambitious product packed full of complex design challenges. I balance typical UX Design practices with a Product-Centric approach, creating intuitive interfaces while also considering all other aspects of a successful product launch and adoption.

Cheezburger.com 10/2012 - 4/2015
Director of User Experience Design
My team and I advocated for the user in every product we created. Combining the fundamentals of UX and UI Design, we produced desktop and mobile interfaces that were refined and intuitive. I completed a redesign of the Cheezburger app, earning us a spot in the "Best New Apps" category and over 50,000 new installs (as of Dec.2014).

Optify.net 11/2010 - 10/2012
Senior Product Designer
As head of Design, I directed a small team on everything from the UX of their Online Marketing Suite of Tools as well as the overall branding. This was an independent contributor and leadership role. A portion of the tools/tech that we designed at Optify was later acquired by Marketo.

WhitePages.com 10/2006 - 10/2010
Senior Designer / Design Manager
As lead Designer of the WhitePages Team, I was responsible for the implementation & standardization of UX design best practices across devices with consideration to brand identity and user goals. The iOS app foundation that we designed has helped the Whitepages App retain a Top 10 Reference award and consistent 4-5 star reviews.

Sparkbridge 2004 - 2006
Founder/ Creative Director
Founded upon first moving to Seattle, I was responsible for all UX , UI, Visuals and Marketing; also managed external team of developers.

Freelance Designer 2000 - 2004
Interaction Design, Web design, Print Design, Marketing, Project Management

California Credentialed Art Teacher 1999 - 2004
Earned my Art teaching credential and taught at a variety of levels (from elementary to high school) in both public and private schools.

Education

Indiana University Bloomington BA , Fine Art