

COMPETENCIES

UX

Research, user testing, user journeys, wireframing, mockups, prototyping, A/B testing

UI

Design thinking, Design systems, Style guides, SVG

WEB DEV

PHP, HTML, CSS, JS, WordPress, Bootstrap, gitHub, phpStorm, Jira/Confluence

MARKETING

Hubspot, Google Analytics, TagManager, Optimize, Adwords, Fullstory, Hotjar, Mailchimp

EXPERIENCE

Staffbase, Senior UX Designer & Web Developer

2021/12- Present 2 years +, hybrid, Vancouver, BC // Chemnitz, Germany

- Implemented UX function within the marketing department, became an advocate of design thinking and data-driven decisions.
- Established and streamlined the process for managing the company's web properties, including the main website, landing pages, and blog.
- Fostered a culture of embracing failure, recording errors, learning from mistakes, and continuously improving workflows.
- Projects include developing a comprehensive design system along with a style guide; leading the design and implementation of the Careers website, Product website; providing guidance for the creation of Staffbase Campus (Learning Management System).

Bananatag (now Staffbase), Web Designer & Developer

2020/09 - 2021/12 1 year 3 months, hybrid, Vancouver, BC

Led the development and evolution of the marketing website and landing pages by implementing data-driven design decisions, leveraging the latest web practices, prioritizing SEO, and adopting user-centered design principles.

Languages School, Founder & Manager

2012/08 - 2018/08 6 years 1 month

Founded a company that evolved into a mid-size business, operating two language schools with a weekly attendance of 200+ students. Oversaw all aspects of operations, including personnel management (managed 10+ people), marketing, and sales. Ultimately, the business was successfully sold to a private investor.

EDUCATION

Master's Degree in Marketing

NIELSEN NORMAN GROUP

Generating Big Ideas with Design Thinking, 2024
Emerging Patterns in Interface Design, 2023
Web Page UX Design, 2023

LANGARA COLLEGE

Web Development & Design, Post-Graduate Diploma <Dean's Honour>, 2020/08

HIGHER SCHOOL OF ECONOMICS

Marketing Management
Post-Graduate Diploma, 2011/07

MOSCOW STATE UNIVERSITY OF CULTURE & ARTS

Public Relations & Advertising
Master (with honours), 2007/07

VOLUNTEERING

Web Designer & Developer,
Marpole Oakridge Family Place
2019/03 - 2023

MY TOOLBOX



PROJECTS

CITY OF DELTA

2023/06 - 2024/06

I was hired to create an accessible, easy to use web experience for families in Delta, BC to find resources in the community.

- Researched the market and conducted interviews with stakeholders
- Managed a team of designers, developers
- Website includes the following features:
 - Calendar of events
 - Catalogue of programs and services with search, filters, breadcrumbs
- Enhanced on-boarding and adoption experience for website users via products tours and tooltips
- Conducted multi stage user testing including online and in person for finding bugs and improving user experience.
- Funded by the government of Canada
- Tools: Jira, Miro, Figma, Adobe suite, WordPress

HEALTHY STUFFIES

2022/10 - 2023/06

Ecommerce platform for selling locally made food products.

- Designed the entire user experience for finding, selecting products, adding to cart, placing orders, paying, and tracking delivery status.
- Expanded the brand's presence on social media.
- Implemented brand identity.
- Implemented a system of email notifications and email marketing.
- Tools: WooCommerce, Jira, Miro, Figma, Adobe Suite, WordPress, Mailchimp.

FEEDBACK

“Alex, I’m grateful for all the effort and passion that you put into this new and big project and proud of what you have done so far. I’m looking forward to our bright web future including component library, style guides, etc. 🙌”

Philipp Storl, Team Lead Web Development at Staffbase

“I had the pleasure of working closely with Alex at Bananatag. His attention to detail, strategic copy/design suggestions, and project management skills are all stellar. Alex is remarkably collaborative—a true team player. He has great ideas, provides valuable constructive criticism, and tirelessly looks for ways to improve the website and content.”

Leah MacDermid, Content Writer at Bananatag

“Huge shoutout to Alex for the fantastic support he has been offering. I am so grateful to have had you on board with this project and am especially thankful for the immense patience, understanding and open collaboration you provided. I have appreciated the thoughtfulness (and awesomeness) in your work, the sheer efficiency you operate at and your methodological approach. Your flexibility tackling the different pieces of work and your generosity in sharing your expertise, has also not gone unnoticed. I have very much enjoyed working with you.”

Anne Caraan, Principal Technologist, Online Education at Staffbase

“Alex, our collaboration was very smooth! We kept things moving with quick exchanges, getting the project delivered on time. Your good communication made everything easier, and we stayed on top of things together.”

Janet Levrel, Design and Art Director at Staffbase