Alexa Michael

Principal UX Designer

San Francisco 94131
(415) 725-3149 | alexamichaeldesign@gmail.com
LinkedIn: in/alexamichael | Portfolio: https://alexamichael.com

SUMMARY

Principal UX Designer with 11 years of digital design experience and 7 years specializing in design systems. Recognized for creating user-centered solutions that balance visual clarity with functional usability for mobile and responsive web. Currently consulting and exploring opportunities to join a growing team to deliver impactful experiences.

EXPERIENCE

Wellness Sabbatical, San Francisco   MAY 2023 – MAY 2025

Strengthened approach in empathetic leadership by enhancing skills in team collaboration and advocating for understanding user needs in design sessions by completing 200 hours in a structured wellness program.

Meta, Product Designer – Menlo Park/Hybrid   JUNE 2022 – JUNE 2023

- Contributed to a workplace tools design system used by thousands of employees by maintaining updates to components in Figma file and keeping documentation up-to-date
- Enhanced accessibility in reusable design system components by improving color contrast and tab order for better keyboard and low-vision user support. (Projects: Color Contrast, HoverCard)
- Participated in weekly engineering on-call rotations to support implementation of design system components in productivity tools

Informatica, Principal Designer – Redwood City/Remote   JAN 2022 – APRIL 2023

- Designed responsive page layouts and updated design system components in Figma for Informatica.com, delivering UX feedback and strategic recommendations to stakeholders to improve system consistency and usability and WCAG compliance
- Mentored junior designers by providing feedback on component variations and collaborated cross-functionally with teams to align design goals, build reusable components and streamline workflows for faster delivery

U.S. Bancorp, Sr. Visual/Interaction Designer – Minneapolis/Remote   MAR 2021 – MAY 2021

- Designed Automated Investor customer support page flows and maintained ongoing updates using Figma
- Created new icons and visual elements used in the Automated Investor mobile app using Illustrator

Cisco Systems, Principal UX Designer – San Jose/Hybrid   JUNE 2017 – JAN 2021

- Led UX improvements for Cisco.com's design system, enhancing accessibility and usability of web components
- Standardized publishing workflows and improved content accuracy by developing publishing best practices for content authors
- Conducted user interviews and usability testing at Cisco Live events
- Increased homepage clicks by 85%, reduced mobile bounce rate by 21%, and boosted mobile views by 33% (see Interactive Marquee)

EXPERTISE

Leadership & Strategy

Brand Identity, Cross-Functional Collaboration, Customer-Centered Strategy, Data-Informed Design, Design Mentorship, Design Roadmapping, Design Strategy, Design Thinking Facilitation, Empathetic Leadership, Executive Stakeholder Alignment, Human-Centered Design, Inclusive Leadership, Innovation Strategy, KPI-Driven Design, Mentorship & Coaching, OKR Alignment, Product Strategy Alignment, Scalable Design Solutions, Service Design, Strategic Planning, Thought Leadership, UX Maturity Assessment, Vendor Management, Vision-To-Execution

Experience Design

Product Design, Responsive Web Design, Mobile Design, Interaction Design, User Experience Design, User Interface Design, B2B Design, Customer Experience Design, SaaS, Accessibility (WCAG) Compliance, Design Documentation, Conversational Design, UX Writing, Design Systems, Internal Tool Design Systems, Modular Systems, Information Architecture, Prototyping, Wireframing, Illustration, Storyboarding

Research & Analysis

A/B Testing, Affinity Mapping, Competitive Analysis, Field Research, Heuristics, Journey Mapping, Personas, Pain Point Analysis, Usability Testing, User Interviews, User Research

Tools & Technologies

Figma, Figjam, Axure, Sketch, Zeplin, Adobe XD, Illustrator, Photoshop, Asana, Jira, Confluence, Agile, UserZoom, UserTesting, HTML, CSS, Bootstrap, React

EDUCATION

University of San Francisco – Bachelor's Degree in Graphic Design, Minor Animation   MAY 2012