

ALEXANDRA CASA NOVA ✕ LEAD PRODUCT DESIGNER

WORK EXPERIENCE

PRESENT

2024 - PRESENT

Lightspeed Systems

Lead Product Designer

Lead cross-product collaboration efforts, ensuring seamless communication and alignment between design and various teams within the organization. Oversee design work across multiple projects and designers, as well as maintaining high-quality standards and meeting project deadlines.

KEY ACHIEVEMENTS

- **Saving Users Time:** As lead product designer, I identified major areas that caused users to feel fatigue while onboarding and syncing heavy data sets. Improved UX resulted in less CS help tickets while onboarding new customers.
- **Cross-Product Collaboration and Leadership:** Over the course of my tenure, I was promoted to lead designer and took charge of cross-product collaboration. By fostering effective communication and alignment between teams, I contributed to seamless collaboration and UX across multiple projects.

2021 - 2021

Marriott Vacation

UX Designer

Lead User Experience Designer working with information architects, product owners, and creative services as part of Marriott's product transformation initiative. I helped deliver on research, strategy, and solutions towards user and business needs.

2020 - 2021

Equifax

UX Designer

User Experience owner and designer that supported the WebEX team. Priority for my role was to work closely with stakeholders, site admins, and developers to determine the best user experience for current and future state of the website. I strived for accountability in helping deliver an excellent user experience that is consistent between content and UI patterns that users come to expect.

2018 - 2020

Bonfyre App

Visual Designer

As part of the product team, my focus was to build strong designs with main responsibilities including developing UX concepts, wireframes and prototypes, and designing human-centered UI. I worked closely with a team of designers and developers to ensure constant collaboration, consultation, and problem solving in order to meet business and market needs.

2016 - 2018

Build-A-Bear Workshop

Associate Interactive Designer

Collaborated with creative team to develop digital assets including emails, social posts and web graphics for promotional marketing calendar. Create desktop and mobile friendly designs for SEO driven landing pages featuring intellectual properties.

2015 - 2016

2013 - 2015

EARLIER DESIGN EXPERIENCE

Graphic Designer Straub's Fine Grocers

Graphic Designer Noboleis Vineyards

CONTACT

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TOOLS

Figma

Pendo

Miro

Maze

Adobe Creative

Suite

SKILLS

User-centered design

Leading workshops

Strategy

Sketching

User research & testing

Rapid prototyping

Create design systems

Interactive design

Responsive design

EDUCATION

Webster University

BA in Studio Art

Minor in Psychology

CERTIFICATION

Google UX design