


ALEXANDRA HICKS


UX/UI DESIGNER

Former Online Marketing Specialist turned UX/UI Designer with close to four years of experience working with companies to grow their online businesses. Passionate about searching for solutions and creating products that cater to and excite users.

 <https://alexhicksdesign.com>

 alexhicksdesign@gmail.com

 647.926.3731

 Scarborough, ON

 <https://www.linkedin.com/in/alexandra-hicks-8a93b368/>

UX/UI SKILLS

User Research
User Persona Development
Information Architecture
Wireframing
Prototyping
User Testing
UI Design

TECHNICAL SKILLS

InVision
Sketch
Balsamiq
Photoshop
InDesign
Wordpress
Basic HTML & CSS
Photography
SEO/SEM
Social Media Marketing
Content Creation
Copywriting
Customer Service

WORK EXPERIENCE

COMMUNICATIONS MANAGER

Premier Brands | Nov 2016 - Present

- Creation & implementation of SEO, social media and online marketing strategies which have increased new users on the company site by an average of 65% year on year.
- Organization of customer service response system directly resulting in a 4.3/5 star rating from our customers.

SOCIAL MEDIA CONSULTANT

Worldsites Toronto | Sept 2016 to Nov 2016

- Managing Worldsites Toronto social media platforms
- Planning and curating content for multiple clients simultaneously
- Providing up-to-date industry information regarding new trends, tools and updates to social platforms

SOCIAL MEDIA COORDINATOR


Hull & Hull LLP | Sept 2015 to Nov 2016

- Ran company-wide SEO optimization training resulting in a 20% increase in session duration and a 5% decrease in overall bounce rate.
- Creation of a guide book allowing summer students to be trained to implement the company's various blogs, podcasts and newsletters.


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SOFT SKILLS

Project Management
Organized
Detail Oriented
Passionate
Team Player
Time Management

VOLUNTEER WORK

Special Species Enrichment

Toronto Humane Society
Sept 2018 - Present

EDUCATION

UI FOR UX DESIGNERS

CareerFoundry | Dec 2018 - Present

Hands-on, project driven course with training spanning from responsive layouts and grids, visual hierarchy, UI/UX design patterns, visual design principles and trends, designing for different breakpoints and more.

To be completed May 27, 2019.

UX DESIGNER CERTIFICATION

CareerFoundry | Feb 2018 to Dec 2018

500 plus hours of training with industry-leading mentors; designed by experts from world renowned companies including Apple and Amazon

SEO/SEM & ADVANCED ANALYTICS CERTIFICATE

Brainstation | Jan 2018 to Feb 2018

Intensive 6 week course taught by industry experts designed to train students to optimize businesses for discovery in organic search results and hone advanced SEM and analytics skills.

HTML & CSS FOR BEGINNERS

Camp Tech Inc | Sept 2015

SEO: HOW TO DRIVE MORE TRAFFIC TO YOUR SITE

Camp Tech Inc | Sept 2015

BACHELOR OF ARTS, SONGWRITING

Berklee College of Music | 2011 - 2015

Cum Laude