

Alex Sher

enthusiastic, curious, genuine

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EDUCATION

Medill School of Journalism, Northwestern University Evanston, IL; GPA: 3.679/4.0, Dean's List **Mar. 2018**
Bachelor of Science in Journalism, double major in Statistics, certificate in Design

PROFESSIONAL EXPERIENCE

Lextech Senior Designer Remote

Dec. 2018 - Present

- Represent Lextech design as the lead designer on projects and guide other designers and researchers, in addition to previous design responsibilities
- Designed all screens for a messaging application that connected over 5,000 hospital CEOs during the COVID-19 crises
- Participate in EPIC's Change Agents Course to create a game-plan to continue to increase Lextech's research maturity

Lextech Experience Designer and Researcher Remote

Mar. 2018 - Dec. 2019

- Execute and synthesize research to improve enterprise experiences collaboratively with client and internal stakeholders
- Transform insights into empowering experiences through ideal-state journey maps, wireframes and storyboards
- Conducted research and designed wireframes for 3 applications that save AstraZeneca sales reps and their managers over 8 hours per week
- Defined Lextech's UX services with Lextech's Principal Designer and President

Harvard Law School Consultant Cambridge, MA

Sept. 2018 - Nov. 2018

- Synthesized a year-long diary study into 6 journey maps and an aggregate map
- Trained the Harvard Law Library team on making and interpreting journey maps

CME Group UX Intern Chicago, IL

Jan. 2018 - Mar. 2018

- Conducted and synthesized usability tests for CME Group applications and communicated findings internally
- Prototyped data visualizations of how CME Group Marketing measures campaign successes

Lextech Design Researcher Downers Grove, IL

Oct. 2017 - Jan. 2018

- Planned, executed, and synthesized research for a Fortune 500 home builder on the home buying process
- Facilitated 2-day client kick off, leading a marketing team and C-level executives through design methodologies

Design for America Summer Studio Facilitator Evanston, IL

Feb. 2016 - Sept. 2017

- Planned and orchestrated two 6-week, human-centered-design intensives for 21 students from across the country, teaching the design process through social impact projects organized by week-long design sprints
- Iterated upon the program for a 500% increase in user tests during the program
- Mentored teams during and after Summer Studio to support their journey to making impact
- Represented DFA at Sodexo's Quality of Life Conference in London

Design for America Studio Lead Evanston, IL

Mar. 2017 - May 2018

- After 2 years on studio leadership, managed leadership team of 10 in overseeing 8 student-led design teams with new projects each quarter
- Handled communications between DFA Northwestern studio, DFA National network and Northwestern University

VOLUNTEER

Design for America Alumni Board Member Chicago, IL

Dec. 2019 - Present

- Organize all communications for incoming alumni to help them engage with the network
- Create a centralized source of truth for alumni data for DFA National, Alumni leadership, and studios to share

Design for America Ambassador Chicago, IL

Oct. 2018 - Dec. 2019

- Plan quarterly events to cultivate the social-impact design community in Chicago

Guest Lecturer The University of Chicago and the New School

Mar. 2018 - Present

- Taught user research workshop for the University of Chicago's Masters in Computational Analysis & Public Policy
- Led a class on communication with engineers for The New School Parson's Design undergraduates

Coach Girls on the Run

Sept. 2018 - Present

- Led twice weekly running practices with 2-5th grade girls to develop self-respect and healthy lifestyles