

www.alexismason.com

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EXPERTISE

Inspired UX professional and front-end developer with over 13 years of experience in interactive design, web development, and digital communications; effective and enthusiastic team leader with design chops, sharp development skills, and a zest for working with people; passionate about pursuing a refined user experience from the tiniest of details to the big-picture strategy.

Practice areas: User research/personas, rapid prototyping, UX design, HTML5/CSS3/Javascript (also frameworks/libraries), team management/lead, Agile methodology, IA/wireframing, Adobe Creative Suite, iOS app development, mobile web design, enterprise content management, site metrics/analysis

EXPERIENCE

Project Director/Supervisor, Digital Communications, Federal Reserve Bank of Minneapolis, Dec. 2015-present

Lead team and projects for the Minneapolis Fed's public digital communication and products to align with overall organizational strategy. Responsible for personnel management, work direction, project management and resource allocation. Determine and lead UX strategy and implementation for organization given current communication goals. Contribute as UX designer, front-end developer, and product owner on various occasions. Oversee follow-through of technical work through the sprint process and from concept through build-release cycle.

Lead UX specialist, Federal Reserve Bank of Minneapolis, Dec. 2013–Dec. 2015

UX specialist, Federal Reserve Bank of Minneapolis, July 2009–Dec. 2013

Strategy and implementation for public digital communication/UX for the Minneapolis Fed. Lead UX practice at the organization; coordinate projects and teams; maintain stakeholder relationships. Responsible for strategy development for and execution of all public digital channels (web/mobile/social) via user-centered research, UX design, web/iOS development, information architecture, graphic direction, front-end development, sentiment analysis, and project coordination.

Designer, Ham in the Fridge, Nov. 2006–June 2009. Creation of game concepts, campaigns, and websites through project conceptualization, graphic/interactive/motion design, wireframing, and front-end web development. Proven, effective presenter; project lead/manager; and vendor/client contact. Clients included Best Buy, Nickelodeon, Target, Cartoon Network, and Marvin Windows.

Interactive designer / developer, Olive and Company, Nov. 2004–Oct. 2006. Design, front-end development, project management, and maintenance of websites and interactive experiences for regional and national clients.

Interactive design intern, Tunnel Studio, June 04–Sept 04.

EDUCATION

B.S., graphic design, summa cum laude, University of Minnesota, May 04

Capstone project completion, College of Human Ecology Honors Program

National Merit Scholar

EXTRAS

University of Minnesota mentorship program participant

Warm-weather biker, time-to-time gymnast, voracious reader, happy Minneapolitan

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Recent work samples and references available upon request