

Alexandra Hayes

Sr User Experience Designer · Austin, TX · 347.407.6414

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Professional Summary

User Experience Designer with 8+ years of proven success designing intuitive, accessible, and business-aligned digital experiences. Known for transforming complex requirements into elegant solutions that reduce inefficiencies, boost user engagement, and drive measurable value. Adept at collaborating across engineering, product, and marketing to deliver impactful designs grounded in research and strategy.

Work Experience

Design Lead

Apple, Austin, TX

Jul 2024 – present

- Spearheaded the redesign of the Ergonomics app into a self-assessment tool, reducing manual labor by 60% and generating \$943K in annual cost savings;
- Conducted comprehensive user research to uncover workflow inefficiencies, leading to actionable insights that drove a full-scale product redesign and improved cross-functional operations;
- Introduced a feature for recurring inspections in the Inspections App, streamlining compliance tasks and reducing missed audits by 35%;
- Refined the Apple Visit app's user flow, eliminating redundant steps and improving overall efficiency, resulting in a smoother experience and a measurable drop in user-reported friction.

Senior UX/UI Designer

Carde.io, Austin, TX

Mar 2022 – Jul 2024

- Led the successful launch of platform for gaming events, achieving 90% positive user feedback and attracting prestigious clients such as Pokémon, MetaZoo, and Magic the Gathering;
- Proposed and led development of an interactive platform for Disney Lorcana, enabling personalized card creation; project success secured Disney Lorcana as a key partner;
- Designed a multi-functional analytics dashboard that allowed game stores to visualize profits, enhancing business decision-making for both B2B and B2C users.

UX/UI Designer, Ukraine

Jun 2018 – Apr 2022

- Built and led a personal design brand, collaborating with over 25 clients across diverse industries including healthcare, e-commerce, fintech, gaming, logistics, travel, and hospitality;
- Led two personal startup initiatives from concept through development, applying lean UX practices and validating ideas through research and prototyping;
- Delivered end-to-end UX solutions—from research to high-fidelity prototypes—helping startups and small businesses streamline operations and connect with target audiences.

Graphic Designer

Maestro, Ukraine

May 2010 – May 2018

- Revitalized brand identity, expanding market presence. Designed print catalogs and product packaging that improved perceived product value and increased customer inquiries by 30%. Directed photography and visual strategy for product campaigns, ensuring alignment with brand values and marketing goals.

Education

Odessa National Polytechnic University, Ukraine (2005 – 2010)

Computer Sciences, Information Technology Design and Management, Master's degree

Certificates

- AI for Designers (Interaction Design Foundation) (2025)
- UX Design for AI and Machine Learning – FutureLearn (*University of Michigan*) (2025)
- Google UX Design Professional Certificate (Coursera) (2023)
- Information Architecture & UX Strategy (Nielsen Norman Group) (2020)
- Design System and Pattern Libraries (Nielsen Norman Group) (2020)