

Alex Zubrovich

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EXPERIENCE

Anheuser-Busch InBev — *Product Designer*

2021-Present

- Designed analytics screens for internal sales force apps, allowing sales representatives in the field to maximize their effectiveness during their routes.
- Created improvements to customer-facing app, opening up opportunities to offer promotions and expanded delivery options.
- Designed forms and analytics screens for internal sales manager app, allowing for more efficient task assignment.

FreshDirect — *UX Designer*

2016-2021

- Planned user flows for features on FreshDirect and their sister site FoodKick, increasing enrollment in their membership by 30%.
- Created in-depth functional specs, giving developers comprehensive reference material for their sprints.
- Created style specs with Sketch and Zeplin, guiding developers in writing effective CSS and keeping consistent visuals across the site.
- Conducted usability testing and research, gaining insight that allowed for better design decisions.

Saatchi & Saatchi — *Presentation Specialist*

2014-2015

- Built and revised powerpoint presentations, providing information to healthcare providers about the latest in pharmaceuticals.
- Created photo composites for print ads, allowing the company to maintain advertising partnerships with healthcare-related businesses.

iVillage — *Graphic Designer*

2014-2015

- Promoted from Design Intern after the first year.
- Assisted Creative Director in laying out 200+ banners and rich media content pieces, maintaining our primary source of revenue.
- Created content for Facebook, Twitter, and Pinterest, and drew about 20% more user traffic to iVillage via social media.

SKILLS

UX Design

UI Design

Product Design

UX Research

UX Writing

User Testing

Web Design

Application Development

Programs

Figma

Sketch

InVision

Zeplin

Miro

JIRA

Adobe Creative Suite

Office 365

HTML

CSS