



Alex Zubrovich

EXPERIENCE

JPMorganChase - *UX Interaction & Design VP*

2024 - Present

- Devised 7+ internal tools for financial analysts to leverage in their work, one of which condensed a weeklong process down to 2 hours, with an 89% satisfaction rate.
- Designed several presentation decks shown to senior management, which resulted in green lights for 3 product initiatives.

Anheuser-Busch InBev - *Product Designer*

2021 - 2023

- Designed analytics dashboards for employee-facing apps, allowing traveling sales representatives to maximize their effectiveness on the road.
- 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 wireframes and functional specs, guiding developers in writing effective CSS, and dictating interactions across the platform.
- Conducted usability testing and research, gaining insight that allowed for smarter, more impactful design decisions.

Saatchi & Saatchi - *Presentation Specialist*

2014 - 2015

- Built and revised presentation decks, 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*

2012 - 2014

- Assisted Creative Director in laying out 200+ banners and rich media content pieces, maintaining the primary source of ad revenue.
- Created content for Facebook, Twitter, and Pinterest, and drew about 20% more user traffic via social media.

CONTACT

www.alexzubrovich.com

zubrovichalex@gmail.com

[\(347\) 204-1787](tel:(347)204-1787)

[LinkedIn](#)

SKILLS

UX Design

Product Design

UX Research

User Testing

Presentation Design

Visual & Graphic Design

Problem Solving

Teamwork

Work Ethic

Communication

PROGRAMS

Figma

Office 365

JIRA

Adobe Creative Suite

VSCode + Copilot

HTML

CSS

Sketch

InVision

Zeplin

Miro