

ALEX MCGONIGLE

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ABOUT

When companies don't understand their customers or the jobs they are trying to get done, they have a difficult time creating products or services that solve their user's needs. It is my passion to help companies unravel the needs of their customers in order to create innovative products or services. I help these companies which include non-profits, financial institutions, and higher education to implement design thinking and user experience strategies to begin fostering a culture of innovation.

My experiences have taught me there isn't a one size fits all solution when trying to solve complex design problems or enhance business processes. Knowing this I utilize different strategies and tools including the Jobs-to-be-Done framework, UX methodologies, empathy maps, the value proposition canvas, and more to achieve business goals. This approach allows me to pivot quickly when needed and get a wholistic view of the pains and gains users are facing when interacting with products or services.

My educational background includes a BA in Graphic Design from Rutgers University. I have continued studies in user experience receiving a certification from UX Training, as well as getting HubSpot certified in inbound marketing methodology.

CERTIFICATIONS

01/16 HubSpot Certified

INBOUND MARKETING
METHODOLOGY

Completed certificate from
HubSpot on inbound marketing.

07/16 UXTraining.com

UX FOUNDATIONS CERTIFICATE

Completed classroom training
with UXTraining.com on
User Experience Foundations.

EDUCATION

01/09– Rutgers University

05/11 BA IN GRAPHIC DESIGN

Graduated Magna Cum Laude from
Rutgers University in Camden, NJ

01/06– Camden County College

01/09 ASSOCIATE IN GRAPHIC DESIGN

Graduated with honors from Camden
County College in Blackwood, NJ

ASSOCIATIONS

AIGA (AMERICAN INSTITUTE OF GRAPHIC ARTISTS)

Participated in 2010 BYOB (Bring Your Own Bag).

Committee Member for 2011 Philadelphia Design Awards

PUBLICATIONS

PRINT MAGAZINE DESIGN ANNUAL 2012

PEW: No Idea is Too Ridiculous

SKILLS

WIREFRAMING & PROTOTYPING ●●●●●

BOOTSTRAP & MATERIAL DESIGN ●●●●●

HTML/CSS (SASS) ●●●●●

JS & JQUERY ●●●○○

USER EXPERIENCE ●●●●○

ADOBE CC (PS, AI, INDD, DW) ●●●●●

SKETCH & INVISION ●●●●●

EXPERIENCE

09/16– PRES. Benefits Data Trust UI DESIGNER

- Conduct UX workshops with users and internal stakeholders to uncover areas for innovation.
- Utilize design thinking and jobs to be done methodologies to solve complex business problems and meet goals.
- Create wireframes and design prototypes for web applications.
- Work closely with the software engineers to implement designs using HTML, SCSS, Ruby, Angular and React.

05/12– BTwo Design 04/14 WEB DESIGNER

- Project and client management for the projects I was responsible for completing.
- Expanded the companies digital services offerings to include videography and photography.
- Mentored Jr. Designers on the principals web design and how to code HTML/CSS.
- Designed and developed websites and marketing materials.

06/09– gdLOFT PHL 11/11 DESIGN INTERN

- Layout and installation of large scale design installations in art galleries and exterior spaces.
- Layout and installation of vinyl window decals and wall treatments.
- Design of brochures, catalogs, and identities for non-profits, artists, live arts, and universities.

05/14– The American College 09/16 of Financial Services

WEB DESIGNER

- Mentored Jr. Designers on the principals web design and how to code HTML/CSS.
- Conceptualized then designed and developed websites marketing materials, emails, infographics and ad campaigns.
- Worked closely with various internal departments and external vendors to meet sales goals and increase enrollments.

12/11– Stokes Creative Group 05/12 GRAPHIC DESIGNER

- Layout of large scale vinyl installations for interior spaces.
- Print and web design for structural engineers, construction contractors, and public outreach initiatives.
- Met with clients and vendors to present design concepts and discuss business goals.