Alex Brand

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PROFESSIONAL EXPERIENCE

Independent Contractor, **Nickels Inc.**, Ann Arbor, MI   **September 2023 - November 2025**
- Owned key aspects of the design process for CardFit—a credit union card aggregator—collaborating with developers in producing new product features, resulting in the acquisition of 20 new credit union clients.
- Architected and executed 10 mixed-method user-focused testing cycles that helped inform SEO strategies, leading to a gradual increase in web traffic, culminating in 67k unique visits in year one.
- Established client and user trust through an iterative design process incorporating client and user feedback—reaching more than 9,000 unique credit pulls in the first year.

UX and Product Design - Intern, **Nickels Inc.**, Ann Arbor, MI   **May 2023 - August 2023**
- Overhauled and revamped existing design system, establishing a stronger brand vision while also grooming design components for development stories, resulting in a more streamlined design and development process.
- Assembled custom marketing materials in direct partnership with the CEO on tight timelines to support sales efforts, enabling a multi-pronged client acquisition process incorporating both digital and physical channels.
- Partnered with product team to assess, design, and test new project features, considering the needs of both b2b clientele and consumer users.

Associate - Intern, **Nickels Inc.**, Ann Arbor, MI   **June 2021 - August 2021**
- Provided support with spreadsheets and PowerPoint presentations, resulting in more efficient office operations.
- Initiated design opportunities through digital marketing campaign materials that facilitated the sale and distribution of client account analysis services, leading to the acquisition of 4 new non-investor clients.
- Designed and annotated product description pages that delivered nuanced information about financial services, resulting in buy-in from credit union and debt management clients.

PROJECT EXPERIENCE

UX Designer, **UX Capstone - Michigan Medicine Gifts of Art**, Ann Arbor, MI   **September 2023 - May 2024**
- Redesigned sub-site structure by assessing user feedback, delineating unique user needs, and establishing a more semantic site architecture, resulting in greater ease of navigation and a 32% increase in tested usability scores.
- Researched user needs via interviews, surveys, heuristic evaluation, and competitive analysis, resulting in a deeper understanding of patient accessibility constraints, shifting focus to less obvious personas.
- Facilitated weekly meetings with 5+ project stakeholders, utilizing feedback to assess project priorities and make necessary pivots in focus as new insights developed.

EDUCATION

University of Michigan School of Information, Ann Arbor, MI   **Graduated 2025**
Bachelor of Science in Information (BSI) ; Focus on UX design
- GPA: 3.85/4.00
- Relevant Coursework: Laws of UX, Usability and Needs Evaluation (UX research), Interaction Design Studio, Principles of Automotive UX, Online Communities

SKILLS

UX Design: Prototyping, Needs assessment, Branding, Componentization, Design Systems, Iteration, User interviews
Visual Design: 2d illustration (Adobe AI, Photoshop, Canvas), 3d image making (Blender), Product staging (Blender), Mockups (Figma), Typography (Adobe AI, InDesign, Figma).