

# Alexis Cavaretta

---

hello@alexis-cavaretta.info  
alexis-cavaretta.info

---



## Skills

---

User-Centered Design, Usability Testing, Cognitive Usability, Qualitative Research Methodologies, Information Architecture, A/B Testing, Competitive Research, Content Strategy, Design Systems, Prototyping, Wireframing, Design Studios, Iterative, Design, Interaction Design, UI Design, Responsive Design, Stakeholder Mgmt, Agile Dev, FE Web Dev, VCS/Git, Presentations, Product Analytics

## Tools

---

Adobe CC, Figma, FullStory, Github, Google Workspace, Heap, Invision, iWork, Jira, Lookback, Miro, Mixpanel, MS Office, Optimal Workshop, Sketch, UserTesting, Webflow

---

## PRATT INSTITUTE

MLIS, Information Design, 2012

## UNIVERSITY AT ALBANY

BA in History, 2007

## Experience

### Freelance | Product Designer | 01/2023-Present

- **Teachable, Sr. Product Designer, 01/2023 - present:** Collaborated on cross-functional team to improve customer experience by synthesizing user insights and incorporating design team backlogged papercuts.
- **Centific, User Researcher, 01/2024 - 04/2024:** Performed moderated usability testing for B2B SaaS client. Collaborated with fellow researchers to record and analyze insights.

### Teachable | Sr. Product Designer | 02/2020-01/2023

- Headed design as a cross-functional lead on top of a pod of engineers to improve a high traffic experience, leveraging user feedback to create an intuitive and streamlined design that resulted in 25% decrease in customer support tickets and developed a strong, product roadmap of enhancements.
- Conducted extensive usability testing on a B2C experience, resulting in a 4.77% increase in conversion for businesses on the platform and a meaningful increase in customer satisfaction.
- Defined strategy, user requirements, and design specifications, resulting in the launch of brand new experience, with templates that lead to a significant reduction in development time through leveraging the design system, and additional features that lead to increased customer savings and adoption rates.
- Built key partnerships by thoughtfully communicating design strategies and decisions cross-functionally through engaging storytelling and data-driven insights.
- Established the Research Guild, a cross-functional group dedicated to user research, which led to the creation of company user research standards.

### Blue Fountain Media | Sr. UXD | 08/2018-02/2020

- Developed and executed grounded user research plans, resulting in a user-centered design solutions that increased user satisfaction and decreased the bounce rate significantly for client websites.
- Produced detailed sitemaps, wireframes, and prototypes to communicate design concepts leading to successful stakeholder and client buy-in on multiple projects.
- Facilitated workshops with client stakeholders to identify pain points and user needs, leading to increased client confidence and empathy for users.
- Collaborated with cross-functional teams to develop a comprehensive UX vision and strategies, which guided our work, aligned my teams, and prioritized initiatives within projects.

# Alexis Cavaretta

---

hello@alexis-cavaretta.info  
alexis-cavaretta.info

---

## Volunteering

---

Teachable: research council + guild, and Teachaqueers ERG lead

Que(e)ry party: fundraising for LGBTQIA cultural heritage orgs

Metropolitan museum of art: archives

Lesbian Herstory archives: volunteer staff

## SourceMedia | UX Designer | 07/2017–07/2018

- Collaborated with cross-functional teams to define and prioritize feature enhancements for a web publication used by over 500K users, resulting in a meaningful increase in user subscriptions, and decrease in user error rates.
- Implemented A/B testing for ad placements and optimized site speed, resulting in an average page load time improvement of 2 seconds and an increase of ad revenue.
- Developed multiple design thinking workshops with internal stakeholders to ideate on new product ideas, resulting in the development of two new features that generated significant revenue within six months.
- Produced wireframes, high-fidelity designs and prototypes, and design specifications, to communicate design concepts leading to successful implementation on multiple projects.

## Prudential Financial | UX Designer | 1/2017-3/2017

- Conducted user research and synthesized findings to create a design direction that was aligned with the needs of all stakeholders, resulting in a 30% increase in overall customer satisfaction for a workplace benefits dashboard.
- Produced detailed wireframes and prototypes to communicate design concepts leading to successful team buy-in and implementation on multiple projects.

## The New School | UX Designer | 11/2014-11/2016

- Established user-centered design principles and conducted usability testing to improve website navigation and design, resulting in a significant increase in page views and decrease in bounce rate.
- Facilitated working sessions with library staff to automate and enhance online service offerings based on user research, leading to an increase in patron satisfaction ratings.
- Collaborated with marketing to implement a comprehensive style guide for library branding and digital assets, ensuring consistency across all platforms.
- Implemented efficient code version control using Git, resulting in a decrease in time spent troubleshooting code conflicts.

---

## PRATT INSTITUTE

MLIS, Information Design, 2012

## UNIVERSITY AT ALBANY

BA in History, 2007

## Freelance | UX Designer | 05/2014-12/2014

- **Laird + Partners, UX Designer, 11/2014-12/2014:** Designed a blog using business requirements, heuristic analysis, and competitive research.
- **Harrison & Star, Information Architect, 05/2014-10/2014:** Designed and optimized unique and compelling cross-channel experiences: mobile and iPad apps, digital marketing materials, and B2C websites.