

# ALEX MABEN

Alex is a senior product designer, creative manager, business value stream lead, and strategic thinker. Her experience executing and overseeing user-centric design solutions, defining sitewide design and usability standards, and growing team and company-wide talent made her contributions instrumental to the successful creation, execution, and direction of new features on The Points Guy site and its Cards Acquisitions business value stream. Alex has experience managing a high-performing, fast-paced, and geographically-dispersed team of designers with strong direct-report feedback. Peers praise her clear communication style, her leadership and facilitation of cross-functional collaboration, and her ability to task-switch and prioritize without a detail missed.

## WORK EXPERIENCE

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### RED VENTURES (RV) – CHARLOTTE, NC

#### The Points Guy & ExpertFlyer

Senior Product Designer & Creative Manager - Mar 2022 - Present

Product Designer - Mar 2020 - Mar 2022

Senior product designer and creative manager responsible for identifying and prioritizing the design roadmap and strategy for one of three business-wide value streams for The Points Guy's site and app in collaboration with a product owner. Partners with the creative, business, engineering, product, analytics, editorial, and marketing teams to define scope, acceptance criteria, and solutions to defined priorities. Executes and oversees the completion of best practices research, competitive analyses, and accessible UX/UI designs aligned to business KPIs and user needs.

- Created the Android version of the TPG iOS app and conducted research and competitive analyses to convert 50+ screens from Apple's Human Interface Guidelines system to Android's Material 2.0 design system. Research and mockups were shared with and created in collaboration with product, engineering, and QA.
- Lead the Figma migration of 30+ pages for the site and 10 projects for the app. Additionally lead the migration of the design system and created 4 new separate libraries that support both platforms.
- Facilitate hybrid, cross-functional co-creation sessions with 10+ leaders across engineering, business, product, creative, and leadership to drive alignment and ideation on multiple projects, including: an authenticated site experience, a browser extension, a dashboard, and a decision/ recommendation tool. Executed upon the outcomes. Most notably, the decision tool has an opportunity size of \$6.3M annually with only a 10% increase in RC.
- Lead designer for the beta version of ExpertFlyer, responsible for leading design strategy, collaborating with in-house and third-party developers, collaborating with a UX researcher, and working hand-in-hand with the Vice President to manage and update 180+ premium logged-in screens, 40 free logged-in screens, and 70+ marketing and help pages for the respective desktop and mobile versions of the site. Main initiatives include overhauling the site's 2 main premium tools; creating marketing pages, help pages, and free and premium versions of a user dashboard; executing a mobile resize and clean-up initiative to decrease clutter and increase the amount of visible results per screen by 40%; and creating 62 low-fi screens for a new Free Seat App.
- Assign, track, coach, and provide support for a team of three designers' work, and communicate upwards to inform of progress. Additionally, completed Red Venture's 8-week Management and Leadership Essentials Program.
- Contribute to the growth of the company and creative community through 2 years of candidate interviews, co-creating and facilitating Red Venture's first creative intern competition and monthly Associate & Mid-level Creative Showcase, and mentoring 10+ creative interns and prospective designers over my tenure.

#### CreditCards.Com

Product Designer - Mar 2019 - Mar 2020

Associate Product Designer - May 2018 - Mar 2019

Designer responsible for collaborating and executing on key business initiatives supporting CreditCards.com's editorial site, credit cards marketplace, and email marketing. Go-to designer for large-scale initiatives that required collaboration between business stakeholders, creative, editorial, analytics, and engineering. Recognized for top performance through a fast-tracked promotion and selection for high-priority initiatives.

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- Lead designer for the CreditCards.com editorial site redesign. Created and managed 142 individual artboards, 18+ components, 4 different screen sizes, and restructured and overhauled the visual style guide from 3 pages to 10 pages. Presented designs to stakeholders and assisted with QA prior to launch.
- Created a 14-page photography style guide to provide guidance for editorial imagery selection. Guidelines defined required image ratio, tag implementation, metadata, diversity, photo composition, lighting do's and don'ts, authenticity, and black out images to avoid. Co-led a presentation sharing guidelines to editorial leadership and two training sessions for the editorial team at large.
- Strategized for and designed 7 email templates to be used across 20+ email marketing initiatives, and prepped files to be shared with our third-party coders.
- Conducted best practices research and competitive analyses, and executed on the low-fidelity and high-fidelity designs for a web-based comparison tool and low-fidelity wireframes for its later iteration—a comparison hub. Collaborated with a UX researcher to complete moderate user testing for each. The comparison tool saw an increase of 6% in SC and 9% in RPS compared to the marketplace.

## ADDITIONAL RELEVANT WORK EXPERIENCE

### RED VENTURES — CHARLOTTE, NC

Instructor, Johnson C. Smith University - Fall 2019

As an extracurricular opportunity at Red Ventures, I co-developed an introduction to web design for beginners course with a senior engineer that we taught at a local 4-year college for a semester. Sourced foundational design educational material, answered student questions, attended lectures, graded midterms and finals.

### CEB, NOW GARTNER — ARLINGTON, VA

UI Designer - Jan 2017 - Mar 2018

Associate Web Designer - June 2016 - Jan 2017

Supported the company's product and research organizations through strategy, visual design, and UX on large-scale, long-term projects in a near-agile environment. Collaborated with IT colleagues, product marketers, other creatives, and front-end developers to ensure the final product undergoes QA at all stages of development; assisted with usability studies of products and lead heuristic analysis of mobile applications; and created HTML email design and coding, and assistive coding for the Content Management System (CMS): Adobe Experience Manager (AEM).

## EDUCATION

**Certificate of Interface Design**  
*ShiftNudge - Oct 2021 - Oct 2024*

**Accessibility Training**  
*Deque University - Mar 2022*

**Management and Leadership Essentials Program**  
*Red Ventures - June 2022*

**James Madison University**  
B.A., English  
B.A., Media Arts & Design  
Minor, Writing, Rhetoric, and Technical Communication

## TECHNOLOGIES

- Figma, FigJam, and Sketch
- Adobe CC, Photoshop, Illustrator, and InDesign
- InVision, Miro, and Zeplin
- HTML, CSS, and HTML email
- Content Management Systems (CMS): Adobe Experience Manager (AEM), SharePoint, WordPress
- Apple Human Interface Guidelines (HIG) and Android Material Design

## KEY STRENGTHS

- Cross-functional collaboration
- Giving and receiving feedback
- Mentorship of young talent
- Strategy and conceptualizing complex workflows
- Keen attention to detail
- Championing human-centered design