

Alex Mercer

UI/UX Designer & Frontend Developer

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New York, NY

portfolio.alexmercer.design

Professional Summary

Innovative and detail-oriented UI/UX Designer and Frontend Developer with 4+ years of experience crafting intuitive, user-centered digital products. Adept at bridging the gap between aesthetics and functional code, specializing in responsive web design, wireframing, and building clean, interactive interfaces.

Work Experience

Senior UI/UX Designer & Developer

PixelCraft Studio

Jan 2024 - Present

New York, NY

- Led the redesign of an e-commerce platform dashboard, improving user engagement by 35%.
- Built and managed a scalable design system using Figma and React, cutting UI component development time by 40%.
- Collaborated with cross-functional product teams to transform complex user flows into simple, pixel-perfect layouts.

UI/UX Designer

Vortex Tech Solutions

Jun 2021 - Dec 2023

Remote

- Developed comprehensive wireframes, interactive prototypes, and high-fidelity mockups for iOS and Android applications.
- Conducted extensive usability testing sessions with over 50 participants to validate product designs and iterations.
- Written clean, responsive, and semantic HTML, CSS, and JavaScript code to ensure layout consistency across modern browsers.

Education

Bachelor of Science in Digital Media & Design

State University of Creative Arts

Graduated May 2021

Boston, MA

Key Skills

Design: Figma, Adobe XD, Wireframing, Prototyping, User Research, Information Architecture

Development: HTML5, CSS3, JavaScript (ES6+), React.js, Tailwind CSS, Git/GitHub

Soft Skills: Creative Problem Solving, Collaboration, Client Communication, Agile Methodology