

# ALEXANDRA NOWACKI

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*Collaborative, committed and passionate UX & visual design director experienced in leading brand & content to develop captivating digital products.*

## International Rescue Committee *New York, New York*

Senior Officer of User Experience Design | 09/2012 - Present

### Rescue.org

- UX and visual design lead for the digital communications and content team.
- Champion and advocate for user-driven design best practices across digital products within the organization.
- Ensure creative ideas are balanced by a relentless focus on performance, usability metrics and actionable customer research.
- Drive and develop an integrated user experience across IRC digital content products and social channels.
- Develop innovative interaction design strategies and solutions for digital campaigns and products which includes delivering sketches, wireframes, design comps and prototypes to stakeholders and implementation teams.
- Collaborate closely with key stakeholders, sourcing innovative ideas and encouraging best practices, always while juggling multiple projects and priorities.
- Manage an in-house digital designer as well as recruiting and managing freelance designers and developers for appropriate projects.
- Partnered with in-house developers to prepare our content for mobile distribution in google AMP and Facebook Articles.
- Redesigned Rescue.org with a blue-print design from the agency Code + Theory and shaped those assets into a coherent design system. Worked on the responsive behavior to deliver to developers, producing a sophisticated and modern translation of IRC's brand.
- Designed a system of on-site donation marketing promos with ApplePay integration for an optimized mobile donation experience.

## giggle *New York, New York*

Creative Director | 07/2007 - 09/2012 / Art Director | 12/2005 - 07/2007

- Led all creative and branding initiatives for giggle's e-commerce channel, registry app, 13 retail stores, and mail-order catalog.
- Designed giggle's custom built e-commerce site with multiple-shipment checkout, baby registry, product reviews, and editorial blogs (eCom: Virid, Demandware).
- Oversaw the design of giggle's mail-order catalog and email marketing.
- Drove the design of giggle's proprietary products and product packaging, including private-label bedding, apparel, gear, feeding, and spa lines.
- Developed giggle's custom-packaging program (shopping bags, boxes, & gift wrap).
- Managed visual design and production of window displays, in-store signage and product takeaways, site updates, and advertising/marketing materials.
- Assisted in the selection of new-store fixtures, building materials, and under-construction store wrappers.
- Managed team of 2 designers and 1 front-end developer.
- Developed and maintained the brand style guides.

**EXPERT SKILLS:**  
Adobe CC Suite, Sketch, InVision,  
Slack, Jira, Trello, Basecamp,  
Drupal, Wordpress, Shopify,  
Mailchimp, IBM Silverpop,  
User-Testing, CrazyEgg,  
MS Office, Google docs

**EDUCATION:**  
School of Visual Arts,  
New York City: 1993 - 1996  
Photography Major in  
BFA Program

**COURSES:**  
Nielsen/Usability  
Training & Web Trends  
Edward Tufte Seminar  
United Digital Arts  
American Graphics  
Institute



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## Child Magazine

*New York, New York*

Online Art Director | 04/2001 - 12/2005

- Design & technical director of child.com, an award-winning Web site of a top parenting magazines.
- Spearheaded site-wide redesign, doubling child.com's unique visitors and page views within a single quarter.
- Developed and executed all of the site's design concepts: conceptualized new special sections, created and coded interactive tools, and selected story art.
- Oversaw the design of all in-house marketing ads, advertorial micro-sites, subscription-driving banners, and e-newsletter campaigns.
- Managed a group of freelance designers and illustrators.
- Custom designed chat and message board interfaces (Jive and ichat platforms).
- Coded HTML pages and modified XML to make design changes in the CMS.

## SIDE HUSTLE:

**Prisma Digital** | *New York / California* | Creative Partner | 05/2017 - Present

Visual and UX lead for a boutique agency specializing in start-up e-commerce businesses. Develop visual languages for clients covering brand development, site design, packaging design, and social media.

**Applebutter** | *Brooklyn, New York* | Partner | 09/1999 - 11/2007

Co-founder of a boutique design agency servicing commercial artists, retail stores, musicians, photographers, interior decorators, and stylists. Responsible for art direction, design & coding of websites, CD covers, logos, portfolios, promotional collateral, invitations, and more. Oversaw the agency's business development, account management, and strategic planning.

## PAST CAREER HIGHLIGHTS:

**Bertelsmann Media** | *New York, New York* | Web Designer | 2001

Assisted with template design and oversaw the conversion of hard-coded HTML sites into Interwoven's TeamSite, an XML-based content management system.

**Sticky Networks** | *New York, New York* | Digital Designer | 2000

Designed the UI of the company's java-based visual search app. Conducted usability studies and amended product based on user feedback. Clients: MarthaStewart.com and WesternUnion.com.

**CBSNews.com** | *New York, New York* | Web Designer | 2000

Designer on the breaking news team, created rich media graphics, design & coded special feature interactives, which covered news and historical events visually through timelines, maps, photo essays, charts, graphs, and illustrations.

*Thanks for your consideration.*