

# ALMO

## ALEX MITCHELL

I'm an end-to-end product designer based in London. My process focuses on release cycles and user validation. Learn, build, measure. Repeat. I combine lean methodologies with commercial business strategy to make profitable, user-centred products. I'm a creative thinker and technical problem solver that enjoys the challenge of building complex systems.

### EXPERIENCE

**VE GLOBAL** | Product Designer (UX/UI)  
Feb 18 - Present

- Collaborating with stakeholders and other departments
- Conduct user and client research sessions
- Facilitate design studio and sprint workshops with cross-functional teams
- Responsive UI and interaction design of MarTech products and platforms
- Prototyping and user testing for product innovations
- A/B testing and KPI analysis for continuous optimisation

**CAMINO** | Digital Design & Marketer  
Mar 16 - Feb 18

- Design and rebrand of all print/online marketing collateral
- Content and SEO management of company website
- Social media management
- Online pay per click advertising
- Email remarketing with database management

**DICE** | Digital Content Marketer  
Nov 15 - Apr 16

- Conduct user testing and analysis to refine marketing/UX strategy
- Develop sophisticated CRM systems to improve targeting techniques
- Organisation of all in-app marketing content and push notifications
- Develop innovative campaigns to grow user base
- Partner with leading brands and execute event marketing briefs

**SHAZAM** | Content Producer  
Apr 15 - Oct 15

- Produce engaging editorial content to maximise feed click through rate
- Send global push notifications to millions of users worldwide
- Liaise with Apple Music and Google Play to run affiliate campaigns
- Monitor and analyse sales figures and KPIs

### EDUCATION

**EXPERIENCE HAUS** | Product Design (UX/UI)

**SHEFFIELD HALLAM UNIVERSITY** | Human Biology BSc

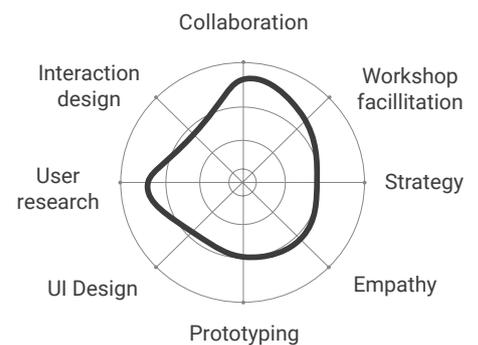
**AQUINAS COLLEGE** | 3 A Levels

**HAZEL GROVE HIGH SCHOOL** | 11 GCSE

### CONTACT

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### SKILLS



### HOBBIES

- 🎧 Vinyl DJ
- 🚴 Cycling
- 📷 Photography
- ✈️ Travel
- 🍴 Food
- 🍺 Beer



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