

Alex Voorhees

Contact

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Education

Drexel University 2010

Westphal College of Media Arts and Design
Bachelor of Science in Graphic Design,
Concentration in Web Design
Minor in Marketing

Skills

Collaboration / Consensus Building
Creative Direction / Design Thinking
Graphic Design / Information Architecture
Strategic Communication & Storytelling
User Centered Design / User Research
UI / UX

Relevant Writing

[Establishing a Design System in a Large Enterprise](#)

*References available upon request
Further experience on LinkedIn*

Experience

Meta - Remote (Philadelphia)

Product Designer | June 2022 - Present

Single threaded design owner for Creator Support and Creator Education. Launched in-app Creator Support experience to over 5m users in just 8 weeks.

Vanguard - Philadelphia, PA

UX Strategist | May 2021 - Present

Lead the enterprise wide information architecture and navigation efforts across silos to unify Vanguard's offering. Navigation pattern launched nearly identical to defined vision after my departure.

GSK - Philadelphia, PA

Director, Design | May 2018 - May 2021

Recruited, hired, and lead a UX team delivering digital products that enabled enterprise developers and fueled the company's tech transformation. This included an API management solution and design system.

Building relationships and spearheading collaborative efforts such as hackathons and project based engagements across the company, ranging from drug discovery for scientists to vaccine information search for Healthcare Professionals.

Xfinity Mobile - Philadelphia, PA

Sr. Art Director, User Experience | January 2017 - May 2018

Lead design strategy and delivery for the Learn-Buy portion of the web experience, working closely with marketing, product, and development to deliver a compelling e-commerce experience. This included incentivizing promotions, communicating the value of network strength, and Bring Your Own Device.

Tonic - Philadelphia, PA

Director of Design Strategy | December 2015 - January 2017

Primarily focused on leading a small team to help Abercrombie & Fitch improve their existing digital experiences, while also innovating and creating new directions for the brand.

Designed and implemented a new department structure and review process, enabling individuals to grow and develop as designers. Responsible for the overall health and quality of the Tonic design deliverable across several projects.

Moment - New York, NY

Senior Visual Interaction Designer | April 2012 - December 2015

Designed several cross platform digital products for J.P. Morgan, ESPN, and American Express. Facilitated workshops, conducted user testing, and practiced service design in an extremely collaborative environment.

The Lathe - New York, NY

Junior Designer | December 2010 - April 2012

Designed digital products for Bayer, Novartis, and Bristol-Myers Squibb. Focused in the pharmaceutical space, executing on the creation of applications for Hemophilia and skin diseases.