

# Alex Stillwell

Product designer | [astillwell.com](http://astillwell.com) | [alexstillwell@gmail.com](mailto:alexstillwell@gmail.com) | 801.920.7881

## ChooseEnergy.com Product Designer

San Francisco, CA | Nov 2014 - Present

Redesigned the mobile experience for a native-like user experience in a Google Venture's Design Sprint. The redesign saw a 60% increase in conversions.

Implemented a design process that changed from an opinion-driven design culture to a qualitative and quantitative data driven design process that emphasises user research, prototyping, and user testing.

Aided in the development of products when necessary. Development included primarily HTML/CSS, but also some AngularJS.

## Juxta Labs UX/UI Designer

San Mateo, CA | Jan 2014 - Nov 2014

Led design for a social messaging native mobile app called Jott.

Responsible for product strategy, UX design, UI design, branding and visual design.

Worked closely with co-founders and developers to align design with business strategy and app development.

## VacationCandy.com Designer & Developer

Salt Lake City, UT | Mar 2011 - January 2014

Founding employee of a vacation rental website and was a key contributor to every facet of the company except for the naming the company.

Led design and development of the consumer-facing ecommerce website and internal customer service dashboard.

Helped grow revenue from nothing to over \$5 million in sales per year.

## Education

### University of Utah

B.S. in Economics  
2006-2009

## Skills

### Design

Product Strategy  
User Research  
UX Design  
UI Design  
Prototyping  
User Testing

### Development

HTML  
CSS  
Javascript  
PHP  
FramerJS

### Tools

Adobe Illustrator, XD, Photoshop  
inVision, FramerJS  
UserTesting.com  
Inspectlet, HotJar, FullStory  
Google Analytics, Optimizely