ALEX LEVY

Portfolio: alexlevydesigner.com • **LinkedIn:** linkedin.com/in/alexlevydesign

Email: alexlevy@columbus.rr.com • **Phone:** (614) 649-0155

EXPERIENCE

IBM, May 2024 – August 2024, Austin, TX
Designer Intern, IBM Power Design Team
- Conducted three competitive analyses to validate IBM Power's product roadmap, leading to the creation of a new hill (product value statement)
- Migrated Sketch components to Figma, updating them to the current version of IBM's design system while also designing new components and templates to improve designer efficiency
- Co-managed event programming for a worldwide cohort of around 29 design interns

IBM, May 2023 – August 2023, Chicago, IL
Innovation Designer Intern
- Organized team of designers, developers, and data scientists for an AI financial advisor project for internal hackathon, working with designers on the user interface using Figma
- Facilitated design thinking workshop alongside other interns using Mural to help 14 designers develop and take ownership of initiatives
- Taught design team how to use Figma and IBM's design system

Optimal Assessment, January 2023 – Present, Syracuse, NY
UX Designer
- Designed a minimum viable product using Figma for an educational technology platform to assist professors in creating courses for diverse learning styles
- Won first place and $4000 in business pitch competition alongside partner
- Conducted user research through interviews, surveys, usability testing, and secondary research

CuseHacks, September 2022 – Present, Syracuse, NY
Creative Director
- Rebranded a hackathon with a new brand strategy, logo, colors, typography, and brand collateral
- Revitalized inactive Instagram account by designing posts to build excitement, grow brand presence, and communicate event information, resulting in a 4.5% increase in followers
- Designed new website using Figma and collaborated with a developer to code the site

SKILLS AND CERTIFICATIONS

Badges: IBM Accelerate Design Track, Enterprise Design Thinking Practitioner, Design Thinking for AI, Advancing Accessibility, Agile Explorer, IBM Garage Essentials, IBM watsonx Essentials, Sales Intern

UI and UX Design: Figma, FigJam, Adobe XD, Mural

Graphic Design: Adobe Creative Cloud, Adobe Photoshop, Adobe Illustrator, Adobe InDesign

Motion Design, Video, and 3D: Adobe After Effects, Adobe Premiere Pro, Blender

Web Development and Analytics: HTML, CSS, Webflow, Google Analytics

Productivity: Microsoft Office Suite, Word, Excel, PowerPoint

EDUCATION

S.I. Newhouse School of Public Communications, Syracuse University

Bachelor of Science: Graphic Design, May 2025

Minor: Information Management and Technology

GPA 3.8 | Dean's List