

ALEXANDRA PILAFIAN LEE (ALEX)

UX RESEARCHER AND DESIGNER

I am a forever evolving UX Researcher and Designer, especially passionate about telling stories that spark imaginations. With a 10-year career in nonprofit fundraising behind me, having an empathetic and user-centric mindset comes naturally to me.

SKILLS

- User Research
- User Personas
- User Interviews
- Design Thinking
- Wireframing
- Iteration
- Synthesis
- Affinity Mapping
- Usability Testing

TOOLS

- Figma
 - Marvel
 - Miro
 - Whimsical
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LET'S GET IN TOUCH

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alexplee.com

EXPERIENCE

User Experience Design Immersive Fellow General Assembly, Remote

October 2020 - February 2021

Completed a rigorous 12-week, full-time project-based program to develop user experience design skills through team and client projects. My work includes:

- **Small But Mighty Coffee:** Conducted user research and a design studio to redesign our client's coffee roastery website home page, product page and implemented a brew guide to improve brand visibility and increase user traffic
- **Pet Care Plus:** Conducted user research for a mobile site and service design solution that monitors a pet's health remotely during COVID-19

Development Coordinator

Sasha Bruce Youthwork, Washington, D.C.

October 2018 - April 2020

- Manage donor acknowledgement mail merges, volunteer program and donor database
- Create digital assets for annual fundraising gala

Development Associate

Pulmonary Hypertension Association, Silver Spring, Maryland

November 2017 - May 2018

- Manage donor acknowledgement mail merges, matching gift and recurring donor programs
- Supervise volunteers and interview prospective hires

Development Data Analyst

FeedMore Inc., Richmond, Virginia

May 2014 - March 2017

- Worked on Marketing and Development teams to increase donor pool through targeted prospect research and creative marketing campaigns
- Manage donor database, organization's website, and was organization's Blackbaud liaison

Development Assistant

FeedMore Inc., Richmond, Virginia

June 2010 - May 2014

- Enter donations in Raiser's Edge database, process donor letters
- Received award for Teamwork in 2012, three raises in four years

EDUCATION

General Assembly, Remote

User Experience Design Immersive, 2021

General Assembly, Remote

Data Analytics (SQL, Excel, Tableau), Part-Time, 2020

Hollins University, Roanoke, Virginia

B.A. Women's Studies, 2007