



# Hi, I'm Alex.

Creative Leader. Design Thinker.  
Storyteller. Innovation Facilitator.

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[Portfolio](#) · [LinkedIn](#)

*Inquisitive and growth-focused professional with over a decade of experience leading high-performing design teams to deliver exceptional user experiences, innovative product designs, and new business strategies. From creative direction for national brands such as Sprite, JPMorgan Chase and AllState Insurance to managing a portfolio of 60+ digital media products to Human Centered Design certification with IDEO, I offer a diverse experience, skillset and leadership.*

## MY WHY

Leading, managing, and **mentoring cross-functional teams, fostering culture of creativity and innovation** to create change and meaningful user and business impacts. Leveraging UX research, design thinking, and user-centered decisions to create engaging and intuitive products that meet business objectives and **exceed customer expectations**. Implementing product design strategy and managing the entire design process **from ideation to launch**.

## Areas of Expertise

- Design Thinking Facilitation
- Strategy & Business Development
- Product Design
- Stakeholders Engagement
- User Research & Testing
- Consumer Insights
- Prototyping & Iteration
- Cross-Functional Collaboration
- Team Building & Leadership
- Innovation & AI
- Product Development
- Design Systems

## Career Experience

Cox Media Group, US-Remote

2019 – Present

### Senior Director of Innovation & Product Design

Plan and design innovation strategy for Cox Media Group, ensuring relevance in an ever-changing media landscape. Execute design thinking workshops across organization to uncover new insights and perspectives, reach new audiences, resolve workflow challenges, and influence key leaders.

Leads team of UX Product Designers to ensure efficient daily operations and delivery of first-in-class digital experiences. Facilitate development of prototypes, user testing, and iterates solutions for new business development opportunities.

- Spearhead product design strategy for CMG's TV and Radio 60+ properties, including numerous platforms, such as websites, mobile apps, connected-TV apps, newsletters, and more.
- Performs 30+ user research tests annually to gain insights into user behavior and preferences.
- Created and leads AI Task Force, implementing thoughtful machine-learning or Gen-AI partners and tools to creates efficiencies and positively impact business.
- Accomplished a 241% increase in video starts, leading to higher engagement and viewer retention.
- Decreased site bounce rate by 50%, improving user experience and increased conversions.
- Enhanced overall engagement and revenue by developing and implementing effective marketing strategies.
- Developed brand new company-wide design system that enables sustainable creative solutions across multiple platforms and brands.

Cox Media Group, Austin, TX      2014 – 2019  
Creative Director

Served as passionate advocate of human-centered design principles, championing innovation across CMG's digital, radio, and television platforms. Planned and organized large-scale, 100+ employee Innovation Summits to equip CMG employees with cutting-edge skills, such as design thinking and rapid prototyping, enabling to generate novel ideas in ever-changing media landscape.

- Oversaw development of three internal startups from start to finish, owning entire product design process and experience, building high-fidelity prototypes, and conducting comprehensive user research.
- Facilitated average of 12 design thinking workshops annually, resulting in development of innovative business strategies and new processes and workflows.

FANS 1st Media, Austin, TX      2016 – 2018  
Creative Director

Conceptualized and executed design and brand for niche vertical media sites, an internal startup within Cox Media Group. Managed team of Product Designers and all aspects of design process through effective methodologies, increasing efficiency and productivity. Scheduled and conducted regular team meetings and performance evaluations to ensure team members' professional development and progress.

- Led and managed team of Product Designers, ensuring excellent user experience and creative output across eight news and niche digital brands.
- Launched interactive in-person experience in Nashville, TN with Rare Country, including full building takeover with immersive wall to wall branding and multi-projection presentations.
- Planned and designed the first ever Rare.us 40 Under 40 Awards, including an in-person event.
- Rebranded Clark Howard for growing audience and modernized content strategy.

T3 Ad Agency, Austin, TX      2012 – 2014  
Art Director

Coordinated with the creative team, including writers, designers, and product managers, ensuring creative vision performed effectively. Conceptualized and developed creative ideas and visual concepts that align with brand or client's objectives. Managed all aspects of production process from conception to finalization, improving overall organizational efficiency.

- Executed Art Direction and Campaign Design for top-tier national clients, such as JPMorgan Chase, Sprite, HEB, Windows, UPS, and Hotwire.
- Designed and implemented comprehensive and cohesive creative campaign that effectively reached the target audience and achieved desired objectives.
- Developed inclusive insight about emerging technologies and best practices to improve creative strategies and solutions.

## Additional Experience

- Creative Intern, Intouch Solutions, Kansas City, MO
- Art Director Intern, Boston Magazine, Boston, MA
- Art Director, Mojo AD Agency, Columbia, MO

## Education

- **Bachelor of Journalism**, Strategic Communication  
*University of Missouri, Columbia, MO*
- **Bachelor of Art**, Graphic Design  
*University of Missouri, Columbia, MO*

*When not at a keyboard, you can find Alex brewing coffee, throwing pottery, playing pickleball, hosting game night or planning her next adventure.*