

# Alex Gervais

Product Designer

## WEBSITE

alexgervais.framer.website

## EMAIL

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## LINKEDIN

linkedin.com/in/alex-gervais

## EDUCATION

**Web Development** 2013 - 2016

St. Clair College • Adv. Diploma

**Graphic Design** 2010 - 2013

St. Clair College • Adv. Diploma

## SKILLS

Interaction Design, Visual Design, User Research, Prototyping, AI-Powered Design, User Flows, Wireframing, Branding, Illustration, User Flows

## TOOLS

Figma, Framer, Blender, Lovable, Cursor, Spline, Illustrator, Photoshop, After Effects, HTML, CSS, JavaScript, Python

## AWARDS

2016 President's Medal for the Class of 2016, St. Clair College

2016 Gold Medal in Web Development, Skills Canada OTSC Competition

2016 1st Place in App & Web Development, Digifest Canada

2015 Best Clinical Application, Hacking Health Windsor-Detroit

2015 Best Caregiver/Patient Management Application, Hacking Health Windsor-Detroit

## HubSpot Remote

### Senior Product Designer I

OCT 2023 - PRESENT

Redesigned the way users create, edit, and add content to dashboards, reducing the steps needed to share insights

Improved the way users find and discover key reports in HubSpot

## BuzzFeed New York City, NY

### Senior Product Designer • BuzzFeed.com

FEB 2022 - OCT 2023

Redesigned BuzzFeed's homepage, driving higher usage and revenue.

### Senior Product Designer • Social Publishing

MAR 2022 - FEB 2022

Redesigned the post creation experience in BuzzFeed's social publishing tool, resulting in a 21% increase in user satisfaction and 30% time saved for engineering and support.

Designed A.I. quizzes and 3 A.I.-based web games, resulting in 6 million+ minutes time spent, 2.5 million+ views, and notable sponsorship revenue.

### Product Designer • Social Publishing

OCT 2019 - MAR 2022

Designed a way to make A.I.-powered social automation more user-friendly and useful for social teams at BuzzFeed and HuffPost. Resulted in a ~42% increase in automation usage and a significant increase in user satisfaction (7.2 -> 9.1).

Updated the design and created an editing tooling for BuzzFeed's link-in-bio pages, improving the experience for 140 million+ Instagram and TikTok followers and 100+ social publishers. Contributed to a 22%+ increase in Instagram traffic, a ~98% increase in TikTok traffic, and ~80% time saved for social teams.

## St. Clair College — Instructor Windsor, ON

SEP 2017 - APR 2019

Taught 8 programming and design courses.

## Reminder Liner — Founder Windsor, ON

APR 2017 - DEC 2018

Led the design, engineering, and product strategy for a wearable device and app.

3D modeled, programmed, and assembled multiple working prototypes of the device. Resulted in 50+ pre-orders and \$10,000 of investor funding.

## Nubundle — Product Designer Remote

2017 - 2018

Designed a way to integrate a medication management product (OnTrack IVF) into Nubundle's educational platform for fertility treatment.

## University of Michigan — Lead Product Designer Remote

2015 - 2018

Led user research activities including 40+ user interviews with patients and 25+ usability tests. Designed ways to integrate OnTrack IVF's web app into the university's existing clinical practices.

Worked on the engineering team to build out the web app using Python, JavaScript, HTML and CSS.

## OnTrack IVF — Founder Remote

2015 - 2018

Led design and branding for a web app for patients and clinics to help patients manage their medication and fertility treatment tasks. Resulted in a reduction in the amount of medical errors and an increase in patient quality of life during treatment.