Alexa Sisitzky
UX Designer & Researcher | EFL Teacher

asisitzky@gmail.com · Tokyo, Japan · asisitzky.com · in/alexa-sisitzky

---

About Me

A curious designer, researcher, and educator with a positive attitude who loves solving complex problems with sociological insights. I seek a team that is creative, hardworking, and encouraging of each other's strengths.

Skills

UX Design | Product Design, UI Design, Prototyping, Wireframing, Information Architecture, Design Systems, Visual Design
UX Research | User Research, Content Strategy, Data Analysis, Journey Mapping, Site Mapping, Affinity Mapping, A/B Testing, Competitive and Comparative Analysis, Feature Analysis, Usability Testing
Education | Lesson Planning, Classroom Management, Differentiated Instruction, Assessment and Evaluation, Technology Integration
Tools | Figma, Sketch, Notion, Maze, Dovetail, InDesign, Photoshop, Illustrator, Procreate, Microsoft Office Suite, Google Workspace

---

Professional Experience

Interac | Assistant Language Teacher in Elementary and Junior High School, Kanagawa, Japan   **March 2023 - Present**
- Utilized interactive teaching methods to engage over 2000 students and foster English language proficiency.
- Designed and implemented diverse and compelling lesson plans in collaboration with Japanese head teachers.
- Received the "Motivation Instructor" award from Interac for my performance as a teacher in the classroom and as an enthusiastic member of the school community.

BMyVillage | UX/UI Designer, Remote   **September 2022 - February 2023**
- Operated as the edtech startup's first UX/UI Designer in an Agile environment. Conducted user research, iterated on existing designs, and presented user flows and journeys for new responsive designs.
- Worked closely with the developer and CEO to create intuitive experiences for all parties.
- Created high-fidelity clickable prototypes and presented them to stakeholders and potential clients outside the company.

Levain Bakery | Team Member, Brooklyn, NY   **August 2021 - August 2022**
- Led and mentored the team to perform tasks more efficiently and thoroughly on a weekly basis.
- Innovated efficient new baking strategies to guarantee thousands of fresh products per day and ensure high levels of customer satisfaction.
- Contributed to maintaining the reputation of an iconic New York City bakery through excellent customer service and product presentation.

VIPKid | English Teacher, Remote   **March 2021 - October 2021**
- Tailored 1-on-1 activities and evaluations to 50 students learning English by their age and skill level to ensure successful language acquisition over the course of 7 months.
- Implemented TEFL strategies to empower students and empathize with their individual needs.
- Advised parents and learning partners on evidence-driven strategies to meet the needs of students and promote their success.

HoneyBird Coffee | Barista, Brooklyn, NY   **October 2022 - March 2023**
Legal Sea Foods | Restaurant Host, Burlington, MA   **March 2020 - February 2021**
Georgetown Cupcake | Front of House, Boston, MA   **May 2019 - February 2020**

UX Design Projects   **May 2022 - December 2022**

CleverFi | Lead Designer, Mobile-First Web Application
- Designed high-fidelity web app prototype and mockups for a software startup based on user research, including user interviews, a questionnaire, and usability tests.
- Delivered user flows and wireframes to several stakeholders, including the CEO, CFO, developers, and product owner. Facilitated a design studio and weekly meetings with these stakeholders to iterate on ideas and openly communicate.
- Completed two rounds of usability testing on our product and implemented user and client feedback, increasing usability score by 12% between iterations.

Divine Chocolate | Lead Designer and Researcher, Desktop Website Redesign
- Redesigned existing e-commerce website and reorganized the information architecture after 2 rounds of usability testing with 4 users and an open card sort with 48 users.
- Devised a user persona from 4 structured interviews and developed a user flow and journey.
- Created and implemented a style guide to update and elevate accessibility, user experience, and to meet user expectations while following material design UI guidelines.

Gates of the Arctic National Park | Lead Designer, iOS Mobile App
- Developed intuitive information architecture and 2 distinct user flows based off of structured interviews, an open card sort, and usability tests with 5 users.
- Conducted a design studio with a team to efficiently produce design iterations through sketches and wireframes, resulting in an 8-frame Figma prototype.
- Created a style guide and native app design system based off of both existing guidelines and results of new quantitative and qualitative research.

Education
General Assembly | Remote
UX Design Immersive   May 2022 - July 2022
Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remote with teams using Agile methodologies and iterative development.

Skidmore College | Saratoga Springs, NY
Bachelor of Arts in Sociology, Education   2015 - 2019
Graduated Magna Cum Laude