Alexander Green

⌂ Product, Interfaces & Graphic Design

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EXPERIENCE

Goldman Sachs — Front End Engineer & Designer, Associate

JANUARY 2019 - PRESENT

- Designed and built the front end for an internal application used by several thousand active users across the firm.
- As an associate, my role has been split between engineering work and product design. With my PM, I defined the features, roadmap, and long term strategy of the platform.
- We performed extensive research to identify the root problems of our users, redefined our value proposition and product vision, identified the crucial features to build, and have been executing on our roadmap to deliver what users need. As a designer, it has been a great education on the connection between engineering and higher level business goals.

Goldman Sachs — Front End Engineer & Designer, Senior Analyst

SEPTEMBER 2017 - DECEMBER 2018

- Designed and built the front end for an internal application used by several thousand users across the firm. When I joined the role, the platform had five hundred monthly active users and was maintained by a two-person team. In one year, we 10x'd users.
- I focused on three areas: redesigning the user experience and simplicity of the platform, using automation to improve the onboarding of customers (a major pain point we discovered through analytics) and using my past experience in marketing to drive an increase in traffic and visibility internally (product updates, newsletters, presenting to senior managers). After growing the platform's users significantly I was promoted to associate, assuming additional responsibilities in product design & management.
- **Stack**: Custom framework based on React, XSL/XML back end, Elasticsearch/Kibaba for analytics

Scalr — Product Marketing Analyst & Designer

SEPTEMBER 2016 - SEPTEMBER 2017

- As part of a two person marketing team, my focus was split between delivering design work across the organization and generating high quality leads to hand off to our Enterprise Sales group - a crucial role as each sale lead to significant annual revenue for a growing startup.

- This role was a slight transition away from my web developer experience, but as my responsibilities heavily involved engineering & design work on our public website, social media, services packages, conference materials and marketing/sales collateral, it was a natural transition.
- The role gave me a framework for thinking about products beyond code & design tickets - thinking about the product itself, understanding the users and their contexts, researching and building the best features for them.
- Beyond design, I co-hosted webinars and wrote articles on our technical blog and case studies on our enterprise customers.

Count.It Labs — Full Stack Engineer [Internship]

FEBRUARY 2016 - SEPTEMBER 2016

- As part of a three person engineering team, we built a corporate wellness web app that enabled groups to centralize fitness activities, regardless of the device they used (e.g. Fitbit, Strava, Garmin, Google Health, Apple Health).
- I focused on several impactful projects during my time. First was a UX/UI redesign for web & mobile. This included the core product and reshaping the onboarding experience and billing flows - an impactful lesson in thinking through and addressing a variety of user needs. I also developed an email notification system and Slack bot integration that pulled data from fitness tracker APIs, re-calculated it to our standardized format, then sent updates to users in real-time.
- **Stack**: AngularJS 1, Ruby on Rails, MongoDB

Alexander & Company — Front End Developer & Designer

AUGUST 2015 - NOVEMBER 2016

- After graduating college, I worked as a freelance developer and designer, focusing on front end work for web & mobile applications.

EDUCATION

University of Scranton - B.A., Strategic Communications

AUGUST 2011 - SEPTEMBER 2015

TOOLKIT

Sketch

Invision

Adobe Creative Cloud

Affinity Designer

Figma