



Alex Locke
User Experience and
Interaction Designer

Contact

806.626.6422

alex.l.locke@gmail.com

www.alexlockedesigns.com

www.linkedin.com/in/alexlocke

Skills & Tools

- UX/UI Design
- Interaction Design
- User Research
- Prototyping
- Usability Testing
- Accessibility
- Visual Design
- Wireframing
- Mobile App Design
- Responsive Design
- HTML / CSS / JS
- A/B Testing
- Collaboration
- Communication
- Figma / Figjam
- InVision

Education & Training



University of Texas at Austin

2022 – PRESENT

Masters of Science in
Information Studies (M.S.I.S.)
in UX Research and Design



Nielsen Norman Group (NN/g)

JANUARY 2020

UX Certification



The Art Institute of San Antonio

2010 – 2013

Bachelors of Fine Arts
(B.F.A.) in Web Design
and Interactive Media

Experience



USAA | JUNE 2014 – PRESENT • 9 YEARS 3 MONTHS

User Experience Designer, Money Movement, Chief Design Office

DECEMBER 2022 – PRESENT • 9 MONTHS

- Contributed to the modernization of Bill Pay and Wire Transfers, with a combined yearly transaction volume of \$152B in 2022.
- Played a pivotal role in the first self-serve international wire transfers, resulting in a reduction in member calls for wire transfers.
- Designed and implemented key features for BillGo migration, including one-time payments, and recurring payments experiences, resulting in an increased Member Satisfaction (MSAT) to 82%.

Senior Presentation Designer, Enterprise Portfolio Management Office

AUGUST 2021 – DECEMBER 2022 • 1 YEAR 4 MONTHS

- Trusted design advisor to EPMO executive leadership team helping effectively tell their story to higher up executives, Regulators, and Board of Directors.
- Responsible for the development of EPMO's visual brand including; internal website, logo, presentation templates, and other various brand assets.

Lead Business Support Analyst, Bank Portfolio Management Office

DECEMBER 2020 – AUGUST 2021 • 8 MONTHS

- Responsible for the UI/UX design, coding, and content for a design resource library site made for clients to use templates and various elements.
- Facilitate Human-center Design exercises to discover end-user goals.
- Business presentations using data and analytics for Regulator reporting.

Senior Presentation Designer, Enterprise Information and Experience Services

JUNE 2019 – DECEMBER 2020 • 1 YEAR 6 MONTHS

- Supported top executives, including the Chief Data & Analytics Officer, Chief Digital Officer, and EIES team, in creating impactful presentations for USAA's Board of Directors and the Chief Applications Officer.
- Responsible for UI/UX design for the CD&AO internal site.
- Stood up email client (Poppulo), imported distros, designed email templates, and generated email reports helping with user-research on future emails.

Senior Presentation Designer, Auto Experience

MAY 2017 – JUNE 2019 • 2 YEARS 1 MONTH

- Designed presentations for USAA leadership, Board of Directors, and key industry executives (TrueCar, Ford, Toyota, etc.).
- Created monthly performance reports, including newsletters, Corporate Monthly Business Meeting (CMBM), and scorecards.
- Orchestrated design and logistics for diverse events such as Town Halls, PI Planning, and USAA Annual Member Meeting.
- Designed an internal marketing campaign for USAA Car Buying, impacting over 15,000 employees.

Creative Designer II, Chief Technology Office

JUNE 2014 – MAY 2017 • 2 YEARS 11 MONTHS

- Designed 100+ presentations that helped create stakeholder buy-in to USAA Board of Directors, CTO, CIO, VP's and AVP's.
- Visualized 50+ complex IT Architecture posters that showed technology integration within Enterprise.