

# Alexander Binder

Strategy | Research | Design

Case Studies & Recent Work

[www.dribbble.com/binder216](http://www.dribbble.com/binder216)

[www.alex-binder.com](http://www.alex-binder.com)

## Root Insurance Co. | Principal Product Designer

Jan 2019 - Present

Currently I lead a team focused on extending customer tenure by identifying at-risk customer segments and designing targeted solutions that make it easier for them to stay with Root. My team's scope includes everything from customer service design, to billing optimization projects, to telematics-based loyalty programs.

Before that, I lead a small growth team focused on optimizing Root's web signup flow. Designing solutions that helped Root recognize an additional \$1 million of weekly recurring revenue in 2019. These projects helped position product designers at Root as experimentation specialists over pixel pushers.

My role is currently a hybrid of IC work and managing a small team. I currently have one direct report that executes on separate projects where I lead strategic direction and manage their cross functional relationships. I do this while taking my own projects from conception to release.

## OnShift | Senior UX Designer

Jan 2018 - Jan 2019

Designed targeted HR solutions to help with retention and recruitment of hourly employees.

## Spectramed | Freelance Product Designer

Jan 2018 - Sept 2018

Designed an iOS companion app to help speech pathologists rehabilitate patients with dysphagia. As the sole designer on the project, I also worked as a de facto product manager helping manage stakeholders for my engineers. I helped our client scope the backlog to target the most valuable features.

## Hyland Software | UX Designer

Jun 2013 - Jan 2018

Formative research and design execution on SAAS products for working professionals across different industries such as construction (blueprint management), OB/GYN ultrasound review tools and insurance case management.

## Education

Cleveland State University  
BFA in Graphic Design 2012

Human Factors International  
Certified Usability Analyst  
ID# 2015-5648

## Skills

Animation and motion design

Interaction design

Multi-variate test crafting

Formative user research

Qualitative validation testing

High fidelity prototyping

Information architecture

## Tools

Figma / Sketch

Lookback.io

After Effects

InVision Studio and Freehand

Illustrator

Framer

Google Docs / Sheets