



# Alexandra Clotfelter

UX DESIGNER & DESIGN SYSTEMS ARCHITECT

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## PROFESSIONAL EXPERIENCE

### VP, UX LEAD, DESIGN SYSTEMS (Promoted Sep 2022)

#### VP, SENIOR EXPERIENCE DESIGNER, DESIGN SYSTEMS (1 year)

**Bank of America** | Atlanta, GA | Sep 2021 - Present

- UX lead of Bank of America's enterprise design system team
- Managed federated system intake, collaborated with wider XD team on system improvements
- Responsible for reviewing all XD projects for design system compliance
- Hosted regular weekly forums for design system questions and enhancements
- Migrated system from DSM 1.0 to 2.0 in 2022, then Sketch to Figma in 2024
- Developed Design Systems 101 training series, completed by 200+ digital staff
- Mentored UX designers both inside and outside my team on a career and project basis

### LEAD UX DESIGNER (Promoted Mar 2021)

#### SENIOR UX DESIGNER (2 years)

**CoStar Group / Apartments.com** | Atlanta, GA | Feb 2019 - Sep 2021

- Built and maintained MORTAR, Apartments.com's first design system
- User research: User interviews, card sorts, prototyping, A/B experiments, competitive analysis, personas
- UX Design: Created responsive design for desktop, tablet and mobile devices and native apps for both the renter and landlord, involved in RFP pitches and strategic workshops
- Wireframes, userflows, prototyping, high fidelity designs
- Mentored designers both inside and outside my team on a career and project basis

### CONTRACT SENIOR UX VISUAL DESIGNER

**Cox Automotive / Manheim** | Atlanta, GA | Aug 2018 - Feb 2019

- Tasked with building a design system for all of Manheim's products
- Designed screens for Manheim.com, the Manheim native app, Manheim Express, and Cox Automotive Field Services

### CONTRACT SENIOR DESIGNER

**Georgia-Pacific** | Atlanta, GA | Jun 2017 - Aug 2018

- Web design, UX, ECRM, social content, ecommerce optimization, branding, art direction
- Brands: Brawny, Sparkle, Angel Soft, Dixie, Quilted Northern, Vanity Fair Napkins, Mardi Gras Napkins

### CREATIVE LEAD (Promoted Mar 2016)

#### WEB DESIGNER (1 year)

**Aptos** | Atlanta, GA | Feb 2015 - Present

- Front end designs for ecommerce websites, internal marketing materials, assisted in sales and RFP, UX & UI
- Clients: Z Gallerie, Ron Jon Surf Shop, Dana Innovations, Pegasus Lighting, CAL Ranch, Big R Colorado, Purdys Chocolatier, Fast Serv Supply, Liberty Hardware, M&D Distributors, etc

**Note:** Earlier professional experience can be found at [linkedin.com/alexandra-clotfelter](https://www.linkedin.com/in/alexandra-clotfelter)

## EDUCATION

### BACHELOR OF FINE ARTS

#### ADVERTISING DESIGN, MINOR IN ILLUSTRATION

Savannah College of Art & Design, Class of 2011  
Magna Cum Laude

## SKILLS & PROFICIENCY

UX Design	Typography
Design systems architecture	Layout & Print Design
Product Strategy	Figma
User Research	Sketch
Responsive Web Design	Invision, Freehand, DSM
Native App Design	Adobe Creative Suite
Wireframing	Balsamiq
Prototyping	Microsoft Office
Illustration	TFS, Jira, Confluence

## NOTABLE ACHIEVEMENTS

2019	Featured on Invision Talk Series on Design systems
2019	Featured on inversion's Inside Design
2014	"The Beginning is Near" acquired for the Museum of Modern Art's permanent collection
2012	Chosen as one of CMYK Magazine's "Top 100 New Creatives"
2012	Applied Arts Student Awards
2012	Winner, the Good 50x70 Poster Competition
2012	Scholarship winner, the New York Society of Illustrators show
2012	Featured in the Los Angeles Society of Illustrators show 50 West