

ALEX MILROY

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SENIOR PRODUCT DESIGNER

Senior-level Product Designer with 10+ years of experience and a background of success with enterprise and startup organizations in UX Design, User Research and Testing, Project Management, DevOps support, and Strategic Initiatives.

UX/UI Design | Product Design | Usability Testing | User Research | Experience Design | High & Low Fidelity Prototyping | Interaction Design | Wireframing | Project Management | Front End Development | HTML | CSS | Graphic Design

TECHNICAL SKILLS

Software: Figma | Axure RP | Adobe XD | Invision | Photoshop | Illustrator | GIT | Visual Studio | After Effects | Word | Excel
Other: Amazon AWS | Entrepreneur | Small Business Development | IT/Tech

PROFESSIONAL EXPERIENCE

Caesars Entertainment | UX Designer II

04/2023 – Present

Responsible for solving frustrating long check in lines at our hotel properties through the design and implementation of new systems to support guest check in by leveraging our app and newly designed kiosks. I utilized my interview and observation skills to highlight pain points and requirements, and to design an integrated solution for guests to bypass check in lines. Our team launched an MVP check in experience, and following my testing plan were able to validate efficacy through observed metrics and analytics, and iterate on the design to improve conversion and customer experience.

- Envisioned a brand new digital experience that streamlined hotel operations and the guest arrival process.
- Designed components to fulfill new actions while ensuring compatibility with an existing design system.
- Launched a successful MVP app to test assumptions, and evaluate effectiveness and usability.

Esper.io | Sr. Product Designer

03/2022 – 01/2023

Tasked with designing new features for, and improvements to Esper's Mobile Device Management platform, I directed the design initiative to integrate iOS device support, while simultaneously developing improvements catering to customer requests and feedback. I utilized our small scale and agility for change to spearhead design initiatives for new products, and implement improvements for existing features to help drive additional business opportunities for the organization.

- Spearheaded design and implementation of iOS device support integration into existing dev ops platforms.
- Coached a team of three junior designers in UX/UI best practices, project management, and usability testing.
- Employed rapid prototyping for multiple features to promptly gain acceptance on high impact feature improvements.

Nutanix | UX Designer & Researcher

01/2021 – 03/2022

With the goal of reducing friction with Nutanix's cloud infrastructure licensing experience, I collaborated cross functionally with multiple teams and stakeholders to develop elegant solutions for the licensing portal. Notably I designed a manual licensing system for specialized licensing scenarios to handle upgrades and co-term expiration dates. Through customer interviews and research into users' mental models I influenced development of the licensing portal's information architecture, and prioritization of high impact data points for licensing reports.

- Successfully advocated against the development of features that would have led to a 40% loss in revenue.
- Guided research and testing sessions that clearly identified customers preferred data presentation for tables across the licensing portal.
- Forged relationships with account managers to become the design team's domain knowledge expert for dark site, federal, and military customers.

Virtuoso | Sr. UX Designer and Researcher

08/2018 – 06/2020

As the founding member of the design team for Virtuosos luxury travel services, I guided projects from initial ideation to delivery to engineering. I Utilized feedback and competitive analysis to design features that supported our hotel, cruise, and tour products.

- Enlisted stakeholders to advocate for development of a map feature to enhance hotel, cruise, and tour product pages.
- Collaborated on design to support a complete website redesign to a consumer focused model.
- Employed feedback from event attendees to direct the design of a mobile app to support Virtuoso live events.

PROJECTS

Caesars Entertainment – Express Hotel Check-In App – Product Design

Express check-in would allow guests to check in to their hotel room through the Caesars Rewards app and bypass the wait at the front desk. I designed a scalable experience to accommodate our portfolio of 50+ properties and integrate with existing applications and systems. By uniting our app with a newly developed kiosk, on device E-Key features, and opportunities for room upgrades and add ons, we reduced check in wait times by 30% and increased add on revenue by 63%.

- Conducted on site research with hotel teams and guests to uncover opportunities for improvement with check-in.
- Facilitated conversations and collaboration between executives and stakeholders to ally around proposed strategy.
- Designed and documented new components for seamless integration into the existing design system.
- Developed a testing plan to monitor metrics, and gather feedback from guests to validate success.

Esper.io – iOS Integration – Product Design

Designed an MVP that would include management of iOS devices within Espers existing Android based Mobile Device Management platform. I designed and demonstrated features to gather feedback and to guide development and inclusion of additional platforms in the future.

- Allied with engineering to document technical differences between platforms that would define and prioritize features and requirements necessary to implement iOS integration.
- Conducted competitive research to uncover existing solutions, market needs, and feature requirements.
- Redesigned the app installation tool to seamlessly allow for provisioning of the same app across multiple platforms.
- Documented, wireframed, and prioritized additional features and out of scope interactions as future enhancements.

Nutanix - Manual Licensing – UX Design, Research, Testing

The manual licensing interface for Nutanix would guide users through specialized licensing actions such as applying upgrade licenses or co terming license expiration dates to successfully license server clusters with Nutanix Hybrid Cloud software.

- Utilized research feedback to streamline management and simplify license selection to co term expiration dates.
- Conducted conversations with engineering and stakeholders to design a solution for selecting and provisioning of multiple license types and clusters simultaneously.
- Collaborated closely with the design systems team to ensure new components followed defined standards.
- Performed user tests to collect feedback, document and implement recommendations, and validate usability.

Nutanix - Licensing Reports – UX Design, Research, Testing

Licensing reports would add visibility into customer's licensing inventory so they could better understand how many licenses they owned, what types of licenses they owned, and how those licenses were being used across their deployments.

- Conducted additional user testing after previous findings indicated that tables were showing inconsequential data.
- Completed user research to define actionable data, usage habits, customer inventory, and additional functionality.
- Utilized research to define what data to show for each separate report, and to advocate for customizable tables.
- Collaborated with the design system team on a new information architecture component to navigate between different report categories, and individual reports.

Microsoft - Enterprise Services Experience (ESXP) - User Experience Design

ESXP would simplify project management tasks, by consolidating multiple data-streams and tools into one service. This highlighted actionable insights for project managers to streamline their workflow.

- Collaborated with stakeholders in a fast-paced semi-ambiguous environment to define and solve user needs.
- Conducted research to influence designs and functional prototypes to later be verified through user testing.

EDUCATION & CREDENTIALS

Bachelor of Arts (BA), Integrative Arts – The Pennsylvania State University, 2005-2009

Certificate in Human-Centered Design & Engineering – University of Washington, 2012-2013

Certificate in Full Stack Web Development – University of Washington, 2020