Alexandra Bernards

Product / UX designer

Toronto
647-836-4128
alexandra.a.bernards@gmail.com
linkedin.com/in/alexandrabernards
www.alexandra-bernards.com

With extensive experience in UX and product design for more than 14 years, I design user-centered products and services that are usable, engaging, and accessible. I collaborate with stakeholders, product owners, and developers to find solutions that meet both the business goals and the user's needs.

WORK EXPERIENCE

Canada Post · 09/2020 - 11/2024
Senior Product Designer - Contracts · Remote / Toronto

- Planned and analyzed user research sessions to uncover customer motivations, needs, and pain points, as well as identify opportunities.
- Delivered consistent and accessible solutions via concepts, detailed responsive wireframes and prototypes, user flows, and customer journeys of current and ideal experiences.
- Ensured the design solutions delivered meet accessibility standards and best practices. Worked with developers to find the most adaptable solutions and performed visual and accessibility QA.
- Collaborated with stakeholders to understand business needs, gather design requirements, and present user-centered solutions.
- Worked closely with developers in an agile environment to find solutions that align with business goals and user needs, and implement the solution accurately and efficiently.
- PROJECTS
  - Integration of a new payment solution to 13 applications for security purposes. Ensuring its consistency, efficiency, and minimal disruption with the current experience.
  - Redesign of the website's customs declaration form to improve its usability, accessibility, and develop user engagement and completion rate.
  - Creation of a set of templates and guidelines for tables to ensure their accessibility, responsiveness, and comprehension by every user.

Helpguide.org · 04/2024 - 06/2024
Accessibility consultant - Pro-bono · Remote

- Performed an accessibility audit on the current website to highlight areas of improvement.
- Provided accessibility recommendations to enhance the usability and accessibility of the experience.

Level Access · 03/2022 - 04/2023
Senior Product Designer · Remote

- Ameliorated the product usability and accessibility by designing, documenting, and implementing 10 components for the design system.
- Facilitate the creation of consistent, accessible, and usable experience by building a design library in Figma matching the design system.
- Improved the communication and alignment process between the design and development teams by initiating the creation of a design system.
- Uncovered insights, needs, and pain points in the existing product by collaborating with and helping the research team.
- Supported designers and engineers to deliver experiences following accessibility standards and best practices.
- PROJECTS
  - Designed, documented, and implemented 10 components for the design system to improve the product usability and accessibility and streamline the page creation.
  - Refined the client onboarding process by streamlining and updating the user flow.
  - Designed the mobile version of the main product navigation to improve user engagement.

Rangle.io · 07/2018 - 03/2020
Senior Experience Designer · Toronto

- Produced design artifacts such as wireframes, prototypes, and user flows to demonstrate design recommendations.
- Collaborated closely with UI designers and developers to create engaging experiences.
- Ran user interviews to understand current pain points and stakeholders interviews to understand business needs and vision. Translated insights into actionable design recommendations.
- Engaged stakeholders and designers into customer journey mapping workshops to align on current experience and uncover areas of improvement.
- Conducted usability testing to validate assumptions and gather feedback for future iterations.
- Mentored designers on UX methodologies.
- PROJECTS
  - Redesigned a storage grid platform experience to facilitate troubleshooting and bring the experience up to date.
  - Revamped a mortgage insurance application form, in order to minimize errors, gain time, and provide information accuracy.

SapientRazorfish · 06/2016 - 06/2018
Senior Experience Designer · Toronto

Build with Assembly · 07/2015 - 05/2016
Senior UX Designer · Toronto

UX-Republic · 11/2013 - 05/2015

Usability Testing Instructor · Paris, France

User Experience Designer · Paris, France

Altima / Accenture · 09/2010 - 11/2013

UX designer · Paris, France

EDUCATION

Master degree in Expert in Engineering and Digital Communication Management

HETIC · 09/2010

Areas of focus: Human Factors & User Experience Design

CERTIFICATIONS

Mobile UI Design
The Interaction Design Foundation

Accessibility: how to design for all
The Interaction Design Foundation

SKILLS

Research and design: Accessibility audit, Accessible design, Customer journeys maps, Design specifications, Design system, Detailed wireframes, Information architecture, Interviews, Prototyping, Responsive design, Usability testing, User flows

Soft skills: Agile methodologies, Bilingual French / English, Clear verbal and written communication, Cross-functional collaborator, Design thinking process, Open to feedback, Problem-solver, Systemic thinker, User advocate, User-centered design approach

Tools: Figma, Jira and Confluence, Microsoft Teams and Office, Miro, VoiceOver