

# Alex Gorton

📍 New York ✉ alexgorton13@gmail.com ☑ 5188106340 📱 in/alexandergorton 🌐 alexgorton.com

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## SUMMARY

Hands on, creative, and engaging professional who integrates an organization's vision with technology to create a strong impression and message. Thrives in settings that require a blend of partnership and autonomy, an agile workflow, and flexibility. With a logical and thoughtful approach, identifies and implements solutions to the most complex challenges, while staying balanced under pressure. Ready to contribute expertise to a dynamic team to make a meaningful impact on the next generation of user experiences.

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## EXPERIENCE

### Senior UI Designer | Mayo Clinic Laboratories | October 2023 - Present

- Utilized user experience principles and accessibility standards to systematically evaluate and document gaps in visual design and patterns.
- Began leading the effort to establish a new design system for use within MCL which inform UI components and patterns across multiple portals in a system-wide refresh over two years.
- Produced new interface frameworks for Lab Systems by facilitating workshops with stakeholders and synthesizing feedback into actionable design prototypes.
- Standardized UI design process for over 15 product initiatives by leveraging Figma's component libraries, supporting rapid prototyping and decreasing handoff cycle times by 25%.
- Assisted in 10 user research projects to gather UI feedback.
- Reduced project iteration cycles by 15% by implementing structured feedback loops using Figma prototypes and real-time stakeholder input sessions, delivering interface enhancements tracked by session drop-off rates and user satisfaction surveys.
- Bridged the gap between stakeholders/marketing and development teams to ensure better communication, creative direction and implementation.
- Consolidated disparate UI components into a comprehensive design system by leveraging Figma, standardizing interface patterns and minimizing redundant design tasks across multiple clinical portals.
- Established scalable design tokens architecture in Figma, enabling consistent brand implementation, reducing style inconsistencies, and accelerating UI asset updates by leveraging cross-team design system adoption.

### Senior UI & UX Designer | Capital District Physicians' Health Plan (CDPHP) | October 2021 - July 2023

- Centralized UI and UX design processes internally by building on Figma and reducing reliance on external consulting resources.
- Developed user flows, wireframes and high-fidelity designs using Figma, to unify the look and feel of over 100 pages within the portals, mobile apps, and public facing website.
- Partnered with engineers to communicate project plans and manage workflow through Jira.
- Introduced live design edits in project meetings, giving stakeholders immediate visual updates, decreasing meetings and encouraging swift decisions.
- Achieved a 10% increase in team productivity over nine months by implementing live design edits in stakeholder meetings using Figma, streamlining decision-making and reducing repeated design iterations.
- Championed inclusive design standards over a 12-month redesign project, ensuring accessibility compliance across 3 platforms using Figma and Stark plugin, which expanded user reach and improved WCAG 2.1 adherence metrics.

### Senior Designer | Higher Logic (acquired Informz in 2017) | September 2020- October 2021

- Mentored junior designers by conducting bi-weekly code reviews and UI walkthroughs, decreasing revision frequency by 10% while driving design consistency across interfaces, with measurable improvement in stakeholder satisfaction survey results.
- Delivered 10+ design training workshops per quarter to client stakeholders and internal teams, increasing adoption of updated design system workflows by 25% and reducing design-related support inquiries using Adobe Creative Suite and Figma.
- Conducted daily check-ins with the design team to keep communication flowing.
- Applied project triage methods to evaluate incoming design requests, assigning priorities based on resource availability and project deadlines (JIRA, Confluence).

### UX Designer | Higher Logic (acquired Informz in 2017) | October 2017 - September 2020

- Upon sale of company, transitioned seamlessly to a more structured team, adopting the agile method for development
- Played a key role in unifying three companies by establishing brand guidelines, and creating a new design system and components using Figma and Storybook
- Created documentation in Confluence for the purposes of on-boarding future designers.
- Shifted focus from email marketing to include building online communities and microsites
- Recreated and integrated tool developed with Informz into community page designer, resulting in improved functionality
- Refreshed file libraries to elevate the user experience and accessibility
- Supported UX research, conducted client user studies and initiated a page design project to address results of evaluations.

### **UI Designer | Higher Logic (acquired Informz in 2017) | January 2017 - October 2017**

- Promoted into role with initial goal of updating UI tool and creating a new interface; Applied principles of good design, usability, and increased system performance by ~8%.
- Met directly with executive team, customer service, and engineers to walk through needs, technologies, timelines, and standards for use.
- Designed and delivered user interface specifications to engineering teams in weekly sprints, enabling reduction of feedback cycles and contributing to an 8% improvement in system performance.
- Streamlined requirements gathering and prototyping phases through incorporation of Balsamiq wireframes and Axure clickable prototypes, leading to a 25% reduction in iteration rounds for stakeholder sign-offs.
- Gained user acceptance, completed client training roadshows, and generated enhancements as needed to the product.
- Standardized branding and functionality guidelines for multi-department projects, supporting design consistency for 20+ interface modules and reducing redundant hours by 10% through formal process documentation.
- Completed a variety of additional design projects to support internal and client requests.

### **Digital Marketing Designer | Higher Logic (acquired Informz in 2017) | February 2015 - January 2017**

- Supported over 150 clients to create email campaigns with HTML/CSS coded solutions.
- Conducted needs analyses and proposed options that aligned with client budgets and preferred levels of support.
- Enhanced client campaign performance by 18% over 12 months by implementing hands-on training guides and video tutorials for template functionality, reducing onboarding time for 150+ clients and improving satisfaction scores by 22% on post-training surveys.
- Implemented digital marketing best practices across all client projects, leveraging internal tools to standardize campaign workflows and improve average open rates by 23%.

### **Graphic Designer | Accuprint | November 2010- February 2015**

- Delivered graphics and print materials to over 200 clients, achieving a 95% on-time project delivery rate by leveraging Photoshop, Illustrator, and InDesign over a span of four years, resulting in recurring business growth and increased client satisfaction scores.
- Presented design mockups for revision and feedback; Implemented revisions and optimized the designs using GRACOL print standards.
- Streamlined design-to-production pipeline by automating file preparation processes in InDesign, cutting average turnaround times by 15% while improving client satisfaction and project volume handled per month.

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## **EDUCATION**

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**B.A. in Graphic Design | SUNY New Paltz | May 2009**

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## **SKILLS**

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Adobe Creative Suite, Figma, HTML + CSS, Branding, Design Systems, Graphic Design, Responsive Design, Web App Design, Wireframing

JIRA+ Confluence, Storybook, Adobe Workfront

Accessibility for Web, Agile Methodologies, End-to-End Design, User Experience, User Flows, User Interaction, User Research, Email Marketing, Project Management, Rapid Prototyping

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