

Alexander Gorton

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SUMMARY

Senior Product & UX Designer specializing in design systems, enterprise UI/UX, and cross-functional collaboration. Experienced in managing requirements, coordinating multi-team workflows, and delivering accessible, scalable digital experiences. Known for blending creative problem-solving with structured project planning, clear documentation, and iterative improvement to support high-impact product initiatives.

EXPERIENCE

Senior UI Designer

Mayo Clinic Laboratories

October 2023 – April 2026, Rochester, MN

- Led a multi-year design-system modernization initiative, defining standards, documentation, and scalable UI patterns across multiple clinical portals.
- Developed and refined requirements by authoring detailed user stories in Azure DevOps, ensuring traceability between design decisions and engineering implementation.
- Coordinated cross-functional teams — product management, engineering, marketing, and clinical stakeholders — to align scope, clarify constraints, and maintain schedule integrity.
- Facilitated structured workshops to gather requirements, identify risks, validate assumptions, and convert findings into actionable design and project plans.
- Implemented controlled feedback loops using Figma prototypes, reducing iteration cycles by 15% and improving quality assurance through measurable user-satisfaction metrics.
- Standardized UI workflows across 15+ initiatives, improving handoff efficiency by 25% and reducing rework through consistent documentation and process alignment.
- Consolidated disparate UI assets into a unified design system with scalable design tokens, improving maintainability and reducing inconsistencies across engineering teams.

Senior UI & UX Designer

Capital District Physicians' Health Plan (CDPHP)

October 2021 – July 2023, Albany, NY

- Managed end-to-end design efforts for web, mobile, and portal platforms, coordinating requirements, timelines, and deliverables with engineering and product teams.
- Led a 12-month accessibility and interface modernization project spanning 100+ pages, including scoping, prioritization, documentation, and stakeholder communication.
- Improved team productivity by 10% by implementing real-time design review workflows that reduced meeting overhead and accelerated decision-making.
- Maintained project tracking and requirement alignment in Jira, ensuring design milestones supported engineering sprint schedules and release plans.
- Conducted structured accessibility audits and documentation to ensure WCAG 2.1 compliance across multiple platforms.

Senior Designer

Higher Logic

September 2020 – October 2021, Saratoga Springs, NY

- Managed training and adoption programs for updated design-system workflows, supporting consistent design execution across teams.
- Applied project-triage methods to evaluate incoming requests, assess resource constraints, and prioritize work based on deadlines and operational impact.
- Conducted daily stand-ups to maintain visibility into project status, resolve blockers, and ensure alignment across design, engineering, and client-facing teams.
- Reduced design-related support inquiries by 25% through improved documentation, process standardization, and stakeholder education.

UX Designer

Higher Logic

October 2017 – September 2020, Saratoga Springs, NY

- Designed and enhanced features for Higher Logic's **Community Page Designer**, a CMS-style platform used by clients to build and manage online community pages and microsites.
- Recreated and integrated a legacy Informz tool into the CMS, improving functionality, usability, and content-management workflows for end users.
- Established brand guidelines and contributed to a unified design system across three merged companies, ensuring consistent UI patterns within CMS templates and components.
- Authored documentation in Confluence to support onboarding and future CMS feature development, improving cross-team clarity and long-term maintainability.
- Supported UX research initiatives, including client studies focused on CMS usability, and translated findings into actionable design improvements.
- Initiated a page-design project to address evaluation results, improving layout flexibility and content-editing workflows within the CMS environment.

UI Designer

Higher Logic

January 2017 – October 2017, Saratoga Springs, NY

- Managed UI redesign projects by gathering requirements from executives, customer service teams, and engineering groups, translating needs into structured project plans.
- Delivered interface specifications in weekly sprints, reducing feedback cycles and contributing to an 8% improvement in system performance.
- Streamlined prototyping and approval workflows using Balsamiq and Axure, reducing iteration rounds by 25% and improving schedule predictability.
- Standardized branding and functionality guidelines across 20+ modules, improving consistency and reducing redundant work by 10%.

Digital Marketing Designer

Higher Logic

February 2015 – January 2017, Saratoga Springs, NY

- Coordinated requirements, timelines, and deliverables for 150+ client email-campaign projects using HTML/CSS.
- Improved client campaign performance by 18% through structured training guides and tutorials, reducing onboarding time and increasing satisfaction scores.
- Implemented standardized workflows across client projects, improving average open rates by 23%.

Graphic Designer

Accuprint

November 2010 – February 2015, Albany, NY

- Delivered print and digital materials to 200+ clients, maintaining a 95% on-time project delivery rate through disciplined planning and workflow management.
- Streamlined design-to-production pipeline by automating file preparation processes, reducing turnaround times by 15%.
- Presented design mockups, gathered feedback, and executed revisions using GRACOL standards to ensure quality and consistency.

EDUCATION

B.A. in Graphic Design

SUNY New Paltz • 2009

SKILLS

Design & Systems:

Design Systems, UI/UX Design, Interaction Design, Responsive Design, Figma, Adobe Creative Suite, Prototyping, Wireframing, Branding

Product & Collaboration:

Requirements Gathering, Cross-Functional Coordination, Sprint Planning, Backlog Grooming, Workflow Optimization, Documentation, Stakeholder Communication

Platforms & Tools:

CMS Design & Implementation, Storybook, Jira, Confluence, Azure DevOps, HTML/CSS, Accessibility (WCAG 2.1), Agile Methodologies

Research:

User Studies, Usability Testing, Feedback Synthesis, UX Documentation
