

Alexandra Moule

User Experience Designer Edmonton, AB, Canada Open to remote work

Contact: alexlmoule@gmail.com [linkedin.com/in/alexandra-moule](https://www.linkedin.com/in/alexandra-moule)

Education

Macewan University / B.A., Design (User Experience Design)

Expected Graduation: June 2027

Relevant courses: Introduction to DXD, Interaction Design I, Interaction Design II, Service Design Studio, Design Research, Web Design & Development I, DXD Methods & Practices, Web Design & Development II, Multi-disciplinary DXD Studio, Info Architecture & Content Strategy

Experience

Kingston Ross Pасnak LLP / UX/UI Designer

Edmonton, AB • August – October 2026

- Worked with KRP's Senior Bitcoin Developer to **redesign a public bitcoin case study**.
- Converted **financial and blockchain data into transparent visual information** to improve **user trust and reduce cognitive load**.

Ennis Fabrics / UX/UI Intern

Sherwood Park, AB • May – August 2026

- **Worked with the marketing team** on improving the consistency and accessibility of the company website.
- Created and designed **new site pages for detailed product information and fabric inspiration**.
- Implemented design choices using **Shopify liquid, HTML and CSS**.
- **Presented and discussed my changes and reasoning** on a weekly basis to the rest of the team.

Messenger Pigeon / UX/UI Designer, UX Researcher

Edmonton, AB • October 2025 – April 2026

- **Designed and developed a website** for a startup AI educational company **aimed to increase subscription rates and returning users**.
- Rapidly iterated with project manager to **launch an informational site of a AI-powered study and note-taking application**
- Conducted and synthesized user research findings to accurately develop site **information architecture**.

Skills

Tools

Figma Suite, Adobe Suite (Photoshop, Illustrator, Indesign, Premiere Pro, After Effects), Webflow, Framer, Claude Code, Lyssna

Design

User Experience Design, User Interface Design, Visual design, Interaction design, Wireframing, Prototyping, Mobile design (iOS, Android), Web/Desktop design, User Flows, User personas, A/B testing, Information Architecture, Usability testing, User research, Mock-ups, Data visualization, User interviews, Cross-disciplinary collaboration.