Lexi Rohrer

portfolio: uxlex.com
email: lexirohrer@gmail.com
linkedin: linkedin.com/in/alexandra-rohrer/

Talks, Patents, Publications

Automatic Onboarding to a Computer Application by Scraping Website Data
Patent IPR-2412979US, September 2024
Designed an AI driven automated system for streamlining user onboarding by extracting relevant business information from websites.

Mock to Stock: Let's Jam on a Minimum Lovable Product
Workshop at the Grace Hopper Conference
September 2023
Designed and facilitated a workshop guiding 80+ engineers through Intuit's E2E design process.

Principles for Applying Augmented Reality in Manufacturing
January 2019
Massachusetts Institute of Technology (MIT) Undergraduate Research Technology Conference

Education

B.S. | Human Centered Design & Engineering Minor | Linguistics
University of Washington, Seattle
2017-2021 | GPA: 3.94

Interaction Design Specialty Certificate
Nielson Norman Group, Vancouver
August 2018 | ID 1025553

Skills

Canva | Figma | Adobe Creative Cloud | Data Analysis | Social Media Strategy | Technical Writing | Usability Testing | Product Management | User Research | Cursor | Workshop Facilitation

Experience

Design & Communications Director, Basilica Bio
Environmental Justice Nonprofit
April 2021 - Present
- Developed a branding system and social media strategy responsible for a 254% increase in reach when implemented by direct reports
- Co-wrote and illustrated *Navigating Food Systems in King County*, a resource guide distributed 2,500+ times in the first month post print to food-insecure folks in Seattle

Fulbright Fellow Researching Smart City Technology, Thailand Cohort
August 2024 - August 2025
- One of 2 grantees selected from worldwide competition to live & work in Thailand on a year long design & research fellowship
- Facilitated 15+ participatory design workshops across 5 NGO, private, and public orgs
- Research topics included local adoption of electric Tuk Tuks, design of AI automated features to assist climate induced disaster responders, and public accessibility of solar energy buyback programs
- Publication now pending review at the Conference on Human Factors in Computing Systems (CHI)

Senior Product designer, Intuit
September 2021 - August 2024
- Overhauled QuickBooks onboarding design, increasing the number of users completing multiple onboarding tasks by 37% - the highest bump seen to this critical metric in 3+ years
- Designed AI-automated onboarding to save users time bringing their data into QuickBooks

Human Computer Interaction Research Intern,
Carnegie Mellon University
June 2019 - September 2019
- Designed and developed onboarding for Skeema, a tab management app from a Carnegie Mellon Lab
- Created speculative futures storyboards and interviewed users about ideal feature development