Alessandra De Gregorio

Product Designer based in New York

EXPERIENCE

Blueshift /Contract Product Designer *Apr 2024-Oct 2024*

- Led the redesign of a process intelligence data mining tool
- Moderated stakeholder and user interviews, conducted a comprehensive UX/UI audit of the existing product and researched market competition
- Proposed UX/UI improvements to the client with hi-fidelity mockups
- Ran all design reviews and demos with the client

Foundry / Product Designer *Nov 2022-Aug 2023*

- Led design initiatives for clients from design kickoff to product shipment
- Ran moderated and unmoderated user research to gain key insights
- Assisted in maintaining and contributing to design systems
- Created user flows, wireframes, polished design solutions, and prototypes
- Collaborated with directors, strategists, and engineers to meet client needs

Ronny Kobo / Freelance Designer *Jul 2021-Jan 2022*

- Designed and developed high-end womenswear clothing
- Helped manage special projects with market leading retailers
- Coordinated design changes with domestic and overseas factories

Milly / Assistant Designer *Aug 2016-Sep 2018*

- Assisted in designing monthly deliveries of high-end womenswear clothing
- Researched market and customer behavioral trends to establish design strategies
- Managed designs through product lifecycle including initial ideation, prototypes, production handoff and shipping
- Authored company handbook establishing best practices for style data entry
- Exemplified leadership by hiring, managing, and mentoring interns

3.1 Phillip Lim / Production Coordinator *Jul 2015-Mar 2016*

- Focused on streamlining multiple production timelines to ensure on-time delivery
- Managed the flow of pre-production prototypes between all departments.
- Problem solved and coordinated design changes with cross functioning teams.

WHIT / Assistant Designer *Nov 2012-Mar 2015*

- Assisted in developing 2 collections of contemporary womenswear per year
- Managed customer relations to finalize orders and negotiate terms

Ulla Johnson / Freelance Design Assistant *Aug 2012-Jan 2013*

- Guided product development of high-end womenswear clothing
- Sourced and purchased trims for development and production

CONTACT

alessandradegregorio.com

LinkedIn

SKILLS

UX/UI Design

User Research

User Testing

Wireframing

Prototyping

Illustration

TOOLS

Figma

Adobe Creative Suite

Miro

Notion

Lookback

Maze

Otter.ai

EDUCATION

General Assembly

Sep-Nov 2019

UX Design bootcamp
Part-time

Virginia Commonwealth University

Aug 2008-May 2012

BFA Fashion Design