

# Alexandra Le

UX/UI Designer

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UX/UI designer with 4+ years shipping healthcare, consumer, and marketing digital experiences. Led end-to-end design of high-performing, responsive digital products that drive measurable results. Focused on design systems, conversion UX, and brand infrastructure that teams can ship from.

## Experience

**Lead Designer** RevDoc Inc.

Contract | Feb 2026 - Present

- Owned end-to-end design and Framer build for US and Canada healthcare marketing sites, delivering a shared visual system and CMS across 2 hosts
- Collaborated cross-functionally with marketing and engineering teams to maintain consistency and increase efficiency in creating digital deliverables
- Modeled CMS collections and country-owned content rules; ran launch QA for forms, routes, and CMS pages

**UX/UI Designer** Robben Media

Contract | Nov 2024- Present

- Conducted user behavior analysis and usability testing to identify optimization opportunities across multiple client projects.
- Translated research insights into data-driven design recommendations that improved user flow efficiency and overall digital performance.
- Designing modular landing systems and prototypes for media clients; rebuilt lead-capture into a 3-step flow after heatmap drop-off

**Visual Systems Designer** Royal LePage First Contact

Jun 2023 - Oct 2025

- Conducted market and competitor research to support property marketing strategies and identify audience engagement opportunities.
- Collaborated cross-functionally with marketing teams to maintain consistency across digital deliverables and improve customer engagement.
- Built reusable print, social, and web templates and onboarded teams into Canva/Adobe; contributed to a 200% increase in audience engagement and following
- Managed cross-functional workflows from strategy development through final delivery, ensuring timely and high-accuracy reporting.

**UX/UI Designer** Motivent Marketing Inc.

Contract | Aug 2024 - Dec 2024

- Designed a creative brief that shipped as a backend platform page, so teams could lead client work from one shared source
- Created data-informed design assets that communicated concepts to stakeholders, improving alignment across departments.

## Education

**University of Toronto**

BA Media Communication,  
International Development  
Studies

**Google Careers**

UX Design Program

## Tools

Figma

Framer

Cursor

JIRA

Adobe Creative Suite

Affinity

Claude

Google Gemini

Google Analytics

Sketch

Canva

## Skills

Framer Development &  
Implementation

Landing Page Design and  
Optimization

Web Design

Market Research & Insights

Project Coordination

Data + Performance Analysis

Information Architecture

Graphic Design

Wireframes

Brand Design

Accessibility Design ( WCAG)

Low to High Fidelity Design &  
Prototyping