ALEXANDER BIGLANE

Senior Product Designer

Seasoned creative leader with nearly ten years of expertise in guiding diverse, globally recognized brands through intuitive and clean user-centered frameworks. Designing **wonderfully human** solutions that don't just make sense, but genuinely make people's **lives easier**.

EXPERTISE

UX Leadership

User Centered Design

High Empathy

Creative Direction

Visual Communication

Data Interpretation

Salesforce
(Sales + Service Cloud)

SLDS

UX Design

Mobile Architecture

Agile Frameworks

Technical Ecosystems Design

Collaboration

Customer Centered Design

Mac + PC

Figma

Sketch

Adobe Suite

AI

EDUCATION

LSU - BFA
(2010 - 2015)
College of Art + Design

CONTACT

+1 225.313.8058
alexbiglane@gmail.com
alexanderportfolio.com

My favorite film series is 'The Lord of the Rings' _ The greatest flavor of ice cream is **Vanilla**, undisputedly _ Yes, I love **coffee**

EXPERIENCE

Senior UI UX Designer - **Centene Corporation**
(2023 - Present)

I create and manage a suite of products our care management team interacts with daily to assist members with leading healthier lives. I collaborate with product leadership regularly to shape and **offer strategic guidance** on all of our product lines. I work cross-functionally with a dedicated team of researchers and engineers to guarantee an effortlessly approachable and user-friendly experience for our team and members when interacting with our exceptional products. In my role I find myself...

_**Developing and Leading Design Workshops** with our in house junior designers to guide them through our design processes.

_**Championing Quality UX** by conducting interviews and competitive research, analyzing data for quick ideation, performing rapid prototyping and testing, all to deliver solutions that serve our end users.

Senior UI UX Designer - **IBM**
(2020 - 2023)

Designed software and services for globally recognized clients such as **Google, PepsiCo, Ulta Beauty** and many others. My position enabled me to...

_**Travel to Google Headquarters** in San Jose California, to orchestrate initiatives for one of their Cloud product's most extensive CRMs to date.

_**Be a Lead Designer** on the PepsiCo team, where I lead the design efforts of my group to revamp their Sales Hub Plus mobile application for Pepsi employees.

This year long migration effort involved working with multiple agile teams in unison to oversee the transfer of functionalities from legacy systems into a streamlined, modern iOS experience.

_Conduct hands-on interviews by speaking directly with PepsiCo's Route Sales Representatives (RSRs), the primary end users for the devices being migrated. This included understanding their daily effort and work routines, identifying potential challenges and pain points, and significantly enhancing their day to day lives.

User Experience Designer - **Blue Cross and Blue Shield of Louisiana**
(2014 - 2020)

My design career began at **BCBSLA**, where I worked as a User Experience designer for six engaging and transformative years. That tenure gifted me a solid understanding of the fundamentals of high-quality design practices, a clear understanding of the core principles of a good user experience and an appreciation for the wisdom gained through failure and rapid iteration. During my time I was able to...

_Launch their member portal through the efforts of myself and a highly dedicated team. We undertook the task of updating and maintaining BCBSLA's online member portal, transforming it into the modern, user-centric powerhouse that it is today, proudly servicing over two million members daily.