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# Alex Santangelo

Product Designer / Teammate / Agile Creative

📍 New York, New York

Designing engaging and delightful user experiences that drive business impact by leveraging technology to solve complex problems.

## Experience

### IBM Product Designer / August 2023 - Current

Design lead on various IBM client projects spanning industries and scopes on everything from: design for AI, Ui/Ux, strategy, competitive and user research.

#### Google

Lead designer working with IBM & Google engineers, responsible for designing interfaces to help train Google Gemini to better and more accurately code from a Ui design.

#### IPG

Lead designer on a team of 20+ IBMers including both on and off shore developers to discover and build out 2 AI use cases.

#### Pfizer

Lead designer tasked with re-designing a global supply chain SAP dashboard for Pfizer senior leadership.

- ☆ Responsible for winning a contract for IBM with design work for Steelcase
- ☆ Distribution Sector Co-Representative for designers

### IBM Ui/Ux Intern / Summer 2022

#### Chevron

Led the creation of an internal platform for oil drill site representatives. Tasks included: discovering user needs, developing a solution with co-design methods, designing a Ui, and presenting to the client.

- ☆ Client saw the potential for the designed product to be a Chevron wide solution.

#### BMW

Conducted design research and underwent an audit of BMW's consumer facing websites, to establish design requirements for building an eCommerce car sales experience. The research was used to help IBM create a bid for BMW.

### NYC City Planning IT Planning Labs Ui/Ux Intern / Summer 2021

Worked within the IT department at NYC City Planning on their interactive map website (zola.planning.nyc.gov), to make the user interface stronger, accessible on a mobile platform, and a better experience for visually impaired users/color blind users.

### Blackstone Launchpad Syracuse University Designer / 2021 - 2022

Provided design services for student innovators and aspiring entrepreneurs by creating materials for their pitch decks, and created physical and digital prototypes to actualize their ideas.

- ☆ Helped students win over \$20,000 in seed funding

### Syracuse University 2023

Major Industrial & Interaction Design  
Minor Information Management & Technology  
Minor Art History  
3.9 GPA

## Skills

### Ui Design + Design for AI + Design Strategy

Figma, Illustrator, Photoshop

## Extra

### Syracuse IDSA Judge & Panelist / Feb 2025

Invited to judge the 2025 School of Design IDSA Student Merit Award, serve as a panelist, and conduct portfolio reviews.

### Ridgewood Public Schools, NJ / Dec 2024

Worked with the department head of the arts for the school district to design their arts website.

### IBM Bigs & Littles NYC / Nov 2024

Invited to be a panelist at an IBM mentorship event for high school students in New York City.

### Wally - Beyond Borders / Oct 2024

Invited to be a guest on the Wally podcast to discuss design accessibility.

### IBM Associate Rock Star / Jan 2024

Winner of the 2023 Q1 consulting award based on colleague nominations. Award based on colleague nominations.

### Syracuse School of Design Speaker / Jan 2024

Invited as a program alumni to present my work to first year design students.

## Hobbies & Interests

### Volunteer - Table to Table, Produce Mission

Transporting leftover produce from the Ridgewood Farmers market to local food banks June through October every Sunday!  
Summer 2015 - Current

Drawing & Painting  
Flute Playing  
Smart Cities & Urban Tech

Womens Soccer  
Art History  
Plants & Gardening