

Alexander Fowle

UX GENERALIST

Experience

New World Now, LLC — West Allis, WI

UX Designer

May 2025 - Present

- Owns UX activities from discovery through delivery with minimal oversight
- Rapidly prototypes early concepts to create alignment between clients and stakeholders
- Conducts self-directed, end-to-end user research to validate designs and guide product direction
- Improves accessibility and cross-product consistency
- Collaborates with engineering to streamline design-to-dev handoffs while upholding UX quality

CBRE | ESI — Brookfield, WI

Senior UI/UX Engineer

March 2022 - October 2022

- Partnered with sales and product owners to design product enhancements grounded in user insights
- Operationalized continuous user testing practices
- Coached and provided quality oversight to a team of 5 UI Engineers
- Implemented and maintained a product-centric Design System

UI Engineer

September 2020 - March 2022

- Built and managed SaaS building management dashboards
- Introduced user-centered methods that informed early enhancements to the product
- Championed the creation of a UX practice

Concurrency, Inc. — Brookfield, WI

Associate Systems Engineer

May 2018 - April 2020

- Designed, developed, and delivered Microsoft 365 solutions to drive productivity and streamline work processes
- Consulted a range of local, international, and Fortune-level companies to define requirements and validate solutions

Contact

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 [LinkedIn](#)

Skills

- End-to-end user research
- Interaction design & prototyping (Figma, Adobe XD)
- Information architecture & user flows
- Design systems (usage, contribution, management)
- Accessibility standards (WCAG 2.1)
- Product and systems-level strategy
- Process improvement & workflow optimization
- Front-end technical fluency
- Agile/Scrum methodologies

Education

M.S. in Human Computer Interaction

2024 — Iowa State University

GPA: 4.0

Focus on responsible design, user research, and trust in AI applications

B.S. in Information Science and Technology

2019 — University of Wisconsin - Milwaukee

GPA: 3.84

Focus on web development, digital ethics and policy