

# ALEXIA COHEN

Using strategic design practices for impact and innovation.

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## PROFESSIONAL EXPERIENCE

### Dalberg Design

Senior Designer | New York, NY | 2022-Current

- Prepare, schedule, and run HCD sprints for field research, co-creation, and prototype testing.
- Conduct secondary research.
- Prepare and facilitate client workshops.
- Synthesize insights from research to inform subsequent phases of the project and create reports with recommendations for strategic direction and pilot requirements.

### School of Visual Arts - Products of Design Masters Program

Thesis I Prototyping Professor | New York, NY | Fall 2021-Current

- Teach and mentor students as they begin their masters thesis year.

### argodesign

Digital Product Designer | New York, NY | 2019-2022

- Conducted foundational design research for corporate and non-profit clients.
- Synthesized insights to determine design direction and project requirements.
- Ideated, wireframed, prototyped, tested, and validated digital products.
- Developed, manage and update components and styles in custom design systems.
- Delivered design assets to developers and conduct QA.
- Developed the social impact practice in the New York office.

### Dalberg Design + The Bill and Melinda Gates Foundation

Exhibition Designer, Freelance | New York, NY | 2018

- Developed the exhibition framework to present the human stories behind a robust set of financial health archetypes from six countries across Asia and Africa.
- Created a consistent visual language for the exhibition, including collateral materials.

### Omidyar Network - Interdependence Project

Designer, Freelance | New York, NY | 2018

- Performed primary and secondary research to explore the project's set theme and user group.
- Formulated insights and design principles to drive design work.
- Prototyped a suite of design proposals as recommendations for further investment.

### Pratt Institute - Fine Arts Department

Jewelry Studio Manager and Visiting Instructor | Brooklyn, NY | 2011-16

- Managed every aspect of an active workshop space serving about 100 students per semester.
- Created efficiencies within the studio spaces by re-evaluating areas for increased productivity.
- Established new procedures for budgeting, spending and equipment maintenance.
- Taught students basic techniques for direct-metal fabrication.
- Facilitated conceptual and formal development through critique and iteration.

## VOLUNTEERING & LEADERSHIP

### BK Rot Volunteer

BIPOC Youth-Lead Composting Operation | Brooklyn, NY | 2020-2021

- Co-designed and built a composting sifter to accommodate increasing composting processing needs
- Assisted in a variety of tasks in the garden

### Ethics and Adornment Sustainability Panel Moderator

NYC Jewelry Week | New York, NY | 2018

## SKILLS

### Design

- Human-centered design, research & synthesis
- Workshop facilitation
- Frameworks: service blueprints, user journeys, roadmaps, systems maps, personas & mindsets, jobs to be done, etc
- Business design tools: SWOT analysis, business canvas
- Physical, digital & rapid prototyping
- UX/UI
- Component library creation & management
- Visual design
- Exhibition design & curation
- Basic photography

### Software

- Figma, Sketch, Invision, Abstract, Zeplin, Airtable, Miro
- Adobe Creative Suite: Illustrator, InDesign, Photoshop
- Google suite

### Languages

- Native Spanish, highly fluent English, fluent French

## EDUCATION + TRAINING

### School of Visual Arts

MFA Products of Design | New York, NY | 2018

### Massachusetts College of Art and Design

BFA in Jewelry and Metalsmithing | Boston, MA | 2006

### Pratt Institute

Various Design Courses | New York, NY | 2012-2015

- Sustainable Production Methods
- Drawing for Industrial Design
- Product Design

## SELECTED RECOGNITIONS

### Good Design Award

*For Singular Genomics Sequencer Intercase Design*  
Silver Award | Medical Category | 2022

### International Design Award

*For Cara, an outdoor adventure period product carrier*  
Silver Award | Outdoors, Trekking & Camping Category | 2018

### The Paula Rhodes Memorial Award

Products of Design | School of Visual Arts | New York | 2018

### Core 77 Design Awards

*For #SheServed Project: Designing for Women Veterans*  
Student Runner Up | Strategy & Research | 2017  
Student Notable | Design for Social Impact | 2017

### Faculty Development Fund

Pratt Institute | Brooklyn, NY | 2016