

Alexander Gibson | Product Designer

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Work Experience

Deloitte | Product Designer | Sep 2022 - Present

Currently working as one of two Product Designers in an agile software development team of twenty five. My role includes understanding the product space and discovering user needs through market research and user interviews, communicating with the project manager about product requirements, and generating designs for new product features before communicating those features to the development team. I've created full design systems in Figma that follow industry design standards, cutting the time taken for a new product feature to be implemented by 90% and leading to more efficient workflows between project manager, designer and developer. I led and moderated a summative evaluation testing process with users to determine the safety and usability of the product prior to launch.

IMRSVRay Placement | Apr - Sep 2021

Completed a 6 month placement with an audio technology start-up, where we took the primary product from ideation to working prototype. As the company was in its early stages, another intern and I had full autonomy on the design of the physical mechanisms, electronics and aesthetics. An example of a physical aspect of the product was the creation of a counterweighted height adjustment mechanism that used gears, linear actuators and a servo motor to lower/raise a moving part of the product whilst simultaneously changing the pitch.

Emotech Internship | Jul - Sep 2020

Worked as a Design Engineer intern at Emotech, a startup company that specialises in the development of multi-modal AI to improve language education. Over two months, I created complex animations for the main company website and used HTML and CSS knowledge to design the website for a new Emotech AI application.

Skills

Computing

Python 3.9, C++, MATLAB, HTML, CSS

Proficient in Python - completed OOP course. Used C++ to write code to drive motors and provide interactions for a robot. Coded portfolio website using HTML and CSS.

Design

Adobe Creative Suite, Figma, SolidWorks 2020

Can efficiently apply InDesign, Illustrator, After Effects and Photoshop. Can use Figma to create full design systems and prototypes for software products, which can be used as the sole source of information by developers to build the product. Regularly use SolidWorks to create detailed CAD models of design projects. Coded portfolio website using HTML and CSS.

Development

Sketching, UX/UI, User research, Graphic design, Web design

Education

Imperial College London | 2018 - 2022

MEng Design Engineering - an engineering degree with emphasis on futuristic innovation and intelligent design of systems and products, with a focus on sustainability and humanity.

Key modules: Computing, Big Data and Optimisation, Mechatronics and Physical Computing, Engineering Mathematics, Sustainable Design.

Selected project:

- **Futures | Opaque | [Portfolio \(1st\)](#)**: Working in a team of 5, we created Opaque - a privacy company, aiming to preserve the home as a safe space from invasive data collection in 2040, giving data control back to the user.

For other design engineering projects, see [portfolio](#).

Rugby School | 2013-2018

11 iGCSEs

3 Cambridge Pre-Us - Maths, Physics, Art and Design.