

Alexander Lewis

Product Designer / San Francisco, CA

Portfolio

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About

Designing products that empower people to live more intentionally, especially at the intersection of finance and technology.

Work Experience

CoinList

2023 – Present

Senior Designer

Karma

- Rebuilt CoinList's rewards and engagement system to drive daily retention and convert new users
- Grew to 35K weekly active users within weeks of launch with consistent 100%+ engagement growth
- Trading events drove 16x unique buyers and 3x trading volume vs prior listings within 72 hours

Mobile

- Designed the iOS and Android trading apps end to end working across trading, engineering, and compliance teams
- Mobile drove 25% of total trading volume despite 8.5x fewer daily actives than web with average volume per user more than doubling post-launch
- Cashback launch generated \$800K in trading volume from 1,400 users

Core Experience

- Owned the full platform redesign across design and code as CoinList pivoted onchain
- Launched three sales collectively committing over \$33M transacted through the platform

BetterConnects

2022 – 2023

Product Designer

- Led 0 to 1 design working closely with the founder, marketing, data, and engineering teams
- Designed the full product from early task flows and wireframes to high fidelity screens for our MVP

Education

Santa Clara University

2018 – 2022

B.S. Web Design and Engineering, Entrepreneurship Minor