Noah Wexler

Senior Product Designer, Lead Designer

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Summary

A versatile designer, strategist, researcher, and project manager with significant startup and corporate success. I turn complex ideas into design systems and intuitive user experiences with significant business impact. Driven to create awesome, intuitive, and innovative products.

Experience

Capital One Financial - McLean, VA

Senior Product Designer - Dec 2021 - Present

I lead UX design, research, approvals, and project management on multi-user projects within the Small Business Card (SBC) organization.
- Designed, managed approvals, and launched over 10 alerts for multi-user accounts that save over $319 million in annual purchase volume.
- Facilitated 3 design workshops, launched a permanent customer feedback survey, and led 6 research studies resulting in a refreshed Information architecture (IA), updated alert descriptions, and improved page navigation for the multi-user alerts management experience.

BeScene.ai - MD

CEO | Product Designer | Co-Founder - Oct 2018 - Dec 2021

I led this venture through 2 accelerator programs, raised ~$75K including a graduate scholarship, designed two software products end-to-end, and developed MVPs while maintaining 100% founder ownership.
- Designed and prototyped two software products end-to-end. Worked with beta testers and tech team to research and continuously iterate.
- Developed the business model from leading industry analysis, customer discovery, competitive analysis, and business development.
- Collaborated with the CTO to determine product architecture using Google Cloud Platform (GCP) and built scaling cost models.

Techstars | Venture Accelerator - CT

Ops Associate | Additive Manufacturing - Jun 2018 - Oct 2018

- Led a $100K project to build out the programs 3D printing makerspace for new product development.
- Partnered with the corporate partner and each startup to set KPI's and build product use cases via 3D print design and prototyping.
- Helped design and produce creative assets including weekly update and "Demo Day" videos, "Demo Day" event badges, and the "Demo Day" program brochure.

Simone Center for Entrepreneurship - NY

Consultant & Ops Coordinator - May 2016 - May 2017

Explored the needs, competition, and market opportunity for enterprise level internal communications software. Led project and technical teams through primary & secondary research. Reported on outcomes and presented recommendations to executive leadership.

Role Experience

- ● UX Product Design
- ● UX Product Strategy
- ● UX Research
- ● Project Management

Education

Masters in Entrepreneurship
RIT, NY - 2017
B.S. in New Media Marketing
RIT, NY - 2016

Skills

- Product Design
- UX Design
- UX Strategy
- UX Research
- UI Visual Design
- Design Systems
- Prototyping
- Project Management
- Wireframing
- Information Architectures
- Mobile & Desktop Design
- Competitive Analysis
- Pen & Paper
- Adobe CC, Figma
- Project Mgmt Software
- HTML, CSS

Activties

- One filed Patent
- Stock & Options Investor
- Weight lifter & Cyclist
- Award winning amateur photographer