

ALEXANDER AWN

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OBJECTIVE

When people ask me what I do, I typically tell them I **connect the dots**. I collect seemingly disparate pieces of information, store them away, and then find ways of putting the pieces together in new ways. If I'm not adding value in some way or another then I'm not doing my job. I'm a leader who works through influence rather than authority. And I straddle the line between left and right-brained activities. I'm looking for a position that will capitalize on these strengths, challenge us both to grow in new ways, and have fun in the face of adversity.

CAREER SUMMARY

I originally cut my teeth at smaller, boutique design firms, and then made my way into the automotive realm. With a BFA in Design I started off honing my hard skills like any good designer does. Over the years my soft skills increased in strength and value, and my interest in business, process, sales, leadership and problem solving escalated. I pushed to get to get the best out of about 25 people across multiple teams. Furthermore, the teams that reported to me were exemplars of operational efficiency and excellence. However, after over a dozen years I completely uprooted myself and grew into the space of customer-centricity and market research. Gongos was an agency that allowed me to further hone my Design Thinking and UX skillsets, while leading a talented young team of designers and storytellers. From there I was able to land a dream job as Director of UX at Bosch North America. With full autonomy to build a new team from scratch, I've been operationalizing, strategizing, and managing the growth and trajectory of the department. Our goal is to help teams fall in love with problems, not solutions. And we do this via UX Research, Service Design, Interaction Design, and UX thought-leadership and enablement in the region.

EDUCATION

Wayne State University

- (grad. 2004) BFA with a concentration in Graphic Design. Dean's List.

PROFESSIONAL EXPERIENCE

Bosch (2021–Present)

Director of UX, North America

- Lead a team of UX designers
- Full budget, operation, and strategic control of UX within North America
- Responsible for UX maturity growth in NA
- UX Research, Service Design, Interaction Design, Inclusive Design
- Qual and Quant

Gongos (2019–2021)

Creative Director

- Lead a team of designers, videographers and storytellers
- Data Visualization
- Customer-Centricity
- Design Thinking & Human-Centered Design
- UX

Tweddle Group (2007–2019)

Creative Director

- Lead Design, CGI, and Project Strategy teams
- Created and taught internal classes on Process Mapping, PPT, and sales pitch narratives
- Mentored staff (*reports and non-reports*)
- UX, UI, HMI, infotainment, print, mobile, and web design
- National and international travel
- Operational excellence (*tracking and presenting KPI's*)
- Problem solving (*Kaizen*)
- Client presentations

Delphi (2006–2007)

Art Director

Uproar Communications (2005–2006)

Art Director

Grigg (2004–2005)

Graphic Designer