

# Alexandria Levis

UX DESIGNER | RESEARCH & INTERACTION DESIGN

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## PROJECTS

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### AmeriHealth Caritas Mobile App Redesign

May 2026 - August 2026

Thomas Jefferson User Experience Cohort

- Redesigned the AmeriHealth Caritas digital member experience using a research-driven approach, including secondary research and stakeholder engagement to define user needs and pain points.
- Developed information architecture, user flows, wireframes, and a mobile app prototype in Figma, supported by a modular, component-based design system and lean usability testing.
- Lead the UI design and visual interface direction for the upcoming product experience, focusing on scalable systems, accessibility, and cohesive user-centered interactions.

## PROFESSIONAL EXPERIENCE

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### Digital and Graphic Designer, Harcum College

November 2025 - Present

- Lead designer for college-wide digital and print marketing, supporting recruitment campaigns, website redesign, and brand refresh initiatives.
- Designed and improved campus way finding systems, including signage, directional mapping, and navigation updates as part of a case study emphasizing visitor user experience.
- Create cross-channel deliverables including web graphics, email templates, digital ads, social content, brochures, and event collateral aligned with updated branding.
- Supported a year-over-year increase of 100+ applications following the brand refresh at a small private institution.

### Digital Designer, Advertising Speciality Institute

July 2022 - October 2025

- Design and deliver B2B digital experiences for suppliers, including campaign assets, email marketing, social content, websites, and content-driven marketing materials using Adobe Creative Suite and the Ion platform.
- Develop cross-channel content marketing systems for suppliers, applying UX and information architecture principles to structure messaging, hierarchy, and visual systems aligned with brand identity to improve engagement and lead generation.
- Create editorial print advertising layouts for quarterly publications, focusing on information hierarchy, readability, and visual clarity using Adobe InDesign.

## EDUCATION

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### Master of Science in User Experience & Interaction Design

Expected Graduation May 2027

Thomas Jefferson University

### Bachelor of Design in Interactive and Graphic Design

August 2018 - May 2022

Millersville University of Pennsylvania

## SKILLS

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Prototyping Tools  
Information Architecture

User Research  
Usability Testing

Accessibility  
Design Systems