

Alexis Caasi

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EXPERIENCE

FastExpert Inc.

Product Manager

September 2023 - Present

- Initiated and led a team of 2 designers in the development of a new transaction uploading feature, resulting in 1.25 million uploads from over 70,000 real estate agents within a single month of 2024, surpassing the total uploads for all of 2023 by more than triple
- Researched, designed, and prototyped a more user-friendly and efficient onboarding process for existing agents, achieving a 95.35% user adoption rate since launch
- Facilitated 3 weekly one-hour meetings, acting as a liaison between cross-functional teams, and bridging the gap between creative and strategy teams to align design sprints with organizational goals

Product Designer

August 2022 - September 2023

- Improved onboarding for new users, extending our traditional partnership with agents by collaborating with designers and engineers on multiple data-driven design iterations, resulting in an 18.11% decrease in abandonment rate within 2 months
- Synthesized user insights from the Sales Team and Google Analytics (GA4) into actionable design decisions, leading to the successful deployment of a minimum viable product (MVP) within 5 weeks
- Designed and delivered over 20 custom icons and graphic designs, enhancing the visual appeal and usability of various digital products and interfaces

EDUCATION

California State University, Monterey Bay

B.S. of Computer Science

August 2018 - May 2021

- Relevant coursework: Software Design, Design & Analysis of Algorithms, Computer Science Capstone, Multimedia Design & Programming, Internet Programming, iOS Programming, Introduction to Database Systems, Race/Gender/Class in Digital World

PROJECTS

Valiant

Game Developer & UX/UI Designer

January 2024 - Present

- Developed and implemented engaging game mechanics and features using Python and Ren'Py for a visual novel game, ensuring alignment with narrative goals
- Collaborated with a multidisciplinary team including story writers, artists, and game developers to conceptualize and design immersive game experiences, ensuring an optimal user experience

ADDITIONAL

- **Skills:** Agile Methodologies, Product Lifecycle Management (PLM), User Research, Product Roadmapping, Wireframing, Iterative Design, Low-Fidelity & High-Fidelity Prototyping, Market Research, Competitive Analysis, A/B Testing, Quality Assurance, HTML/CSS
- **Tools:** Figma, Asana, Hotjar, Google Analytics / Google Analytics (GA4), Google Suite
- **Awards:** CSUMB Matsui Full-Ride Scholarship Recipient