



Alex Tavshunsky

Senior UX/Visual Designer | IBM Marketing
MA Design & Illustration; BA Graphic Design

Certificates:



Enterprise Design Thinking (EDT) Co-Creator



IBM Agile Practitioner

Expertise in:

- Facilitating Agile-based cross-team collaboration on streamlined customer-centered solutions
- Articulating design concepts based on the user research to the team / corporate stakeholders
- Facilitating sponsor user engagement, interviews and usability testing sessions
- Facilitating Design Thinking workshops with customers and internal teams

Design skills:

- UX: end-to-end user flow architecture/design; user testing scripts/prototypes; presentations
- UI: end-to-end visual design; product demos; data visualization; iconography and illustration

Work at IBM:

2017-present: Lead Designer | IBM Universal Behavior Exchange (UBX)

2015-2017: Lead Designer | IBM Real Time Personalization (RTP)

2015: UX Designer | IBM Journey Designer (JD)

2017-present: EDT Coaching: 5 x 3-month Tech Challenge programs; 2 full courses with personal mentees

2018: Organizing and facilitating 3 EDT-based workshops @ THINK2018 international conference

2016: Organizing and facilitating IBM product usability testing @ Amplify international conference

Past history:


1998-2015: UX/UI/Multimedia Design & Illustration | Tavshunsky Studio


Clients include: *Associated Press, CBC, CNN, CTV, France Press, French TV Chan. M6, German 1SAT TV, IATA, Invesco Trimark, Klick Comm., Lowe RMP, MacLean's, Newsweek, Royal Ontario Museum, Scotia Bank, TD Bank, The Toronto Star, Time Magazine & The Walt Disney Company*


2003-2009: 3D Prototyping/In-House Design | Mystus Exhibits

1992-1997: Info-Graphics/Newspaper Design | Maariv Daily Newspaper

Distinctions:

2015-2019  2015/17/18/19 - 4 IBM Manager's Choice Awards; 2015 Eminence & Excellence Award

2006  SND Award of Excellence for participation in The Toronto Star News Design projects

1996  SND Award: International Info-graphics Workshop Guest of Honor - Pamplona, Spain

1995  Reuter Foundation's News Graphics Award for the best info-graphics - London, UK