

Alex Flohr

Design Strategy Product + Innovation

Education

Master of Industrial Design

Georgia Institute of Technology

May 2019 | 3.65 GPA

Graduate Research Assistant

Thesis | Revolutionizing Product Development in the Cosmetic Industry Using Inclusive Color Space Mapping Methodologies

Bachelor of Science in Mechanical Engineering

Georgia Institute of Technology

May 2017 | 3.33 GPA | High Honors

Interdisciplinary Capstone Award

Alvin M. Ferst Leadership and Entrepreneurship Award
Ideas2Serve Competition Winner

Skills

Technical

Human-Centered Design Thinking

Ideation + Sketching

Service Design

Brainstorming

Storyboarding

Copywriting

Wireframing

Data Visualization

Rapid Prototyping

Quantitative + Qualitative Research

Ethnographic Research

Brand Strategy

Professional

Project Management

Research Strategy + Planning

Organization Communication

Agile Methodologies

Skills

Adobe CC Suite

Microsoft Office


SolidWorks


Figma


Miro

Contact Information

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 linkedin.com/in/alex-flohr

Experience

Associate Strategy Director | Credera Experience Design

July 2022-Present

- Build empathy and advocacy for the end user through all stages of the product testing and development cycle
- Engage with clients to identify key objectives that support their strategy with a human-centered mindset
- Coordinate overall approach to move experiences from current to future state through design thinking methodologies, data analysis, workshops, and/or interviews
- Oversee activities throughout user research, content strategy, UX design process, and development to ensure key objectives are met
- Articulate strategy and recommendations of experience design initiatives to varying audiences
- Create standards and scalable processes for XD strategy
- Assist with strategic practice growth initiatives (e.g., recruiting, team building, learning and development, etc.)
- Contribute to business development, career coaching, and financial metrics to support the growth of the Experience Design practice

Senior Consumer Strategist | frog Design

June 2021-July 2022

- Collaborated with designers, technologists, and program managers to envision and create new products, services, and experiences
- Worked across every stage of the product development lifecycle to ensure that the concepts and design decisions are sensitive to both the needs of users and our clients' businesses
- Oversaw qualitative research activities, from traditional focus groups to, to digital diaries and communities, to more agile testing methodologies
- Generated and articulated thought-provoking consumer insights
- Lead the development of new product, services, and business models
- Framed portfolio strategies based on strategic and consumer insight
- Created concise and compelling research concepts with precision
- Inspired cross-functional teams – both internally and externally

Innovation Associate, Idea Development | frog Design (previously Fahrenheit 212)

September 2019 – June 2021

- Developing breakthrough innovation solutions and crafting new product, service and business model concepts for FTSE 250 and Fortune 500 companies across a range of industries
- Confidently identified and matched key transformational consumer insights and their commercial insight counterparts
- Managed entire project timelines internally and externally with ensuring compliance, good financial performance, client satisfaction, and high deliverable quality
- Drove the structuring, development, and crafting of inspiring narratives
- Lead consumer research approaches, structures learnings plans, and guided the synthesis of the input

Project Lead | Design Bloc

September 2014 – May 2019

Created curriculums, workshops, and seminars based on the design thinking methodologies for Fortune 500 companies, higher education, and K- 12 communities.

Founder | Prysmic

May 2016 – May 2018

Co-founded Prysmic, a medical emergency network startup, securing seed funding, hiring and managing contractors, and developing revolutionary patent pending technology.