



Alexander Egan · 2nd

🔑 Creative Director @Sharestates, Cornell Grad, Tech Startup Evangelist & Champion of Lyme

Manhasset, New York, United States · 500+ connections ·

[Contact info](#)

 Automatic USA

 Product School

## Experience



### Marketing and Product Advisor

Automatic USA · Full-time  
Aug 2019 – Present · 1 yr 4 mos  
Tolland County, Connecticut, United States



### First Employee / Creative Director

Sharestates.com · Full-time  
Jul 2014 – Present · 6 yrs 5 mos  
Great Neck, NY

- Conduct ground-up visual construction and infrastructural design of initial lending and investing software.
- Perform prototyping, wire-framing, and exploration of modular additions.
- Implement a formal (data-driven) UX design process into the previous waterfall de ...see mor



### Co-founder / Brand Strategist

Global Bitcoin Solutions · Full-time  
May 2013 – Aug 2014 · 1 yr 4 mos  
Brooklyn, New York

- Directed coders in modifying cyclos software to improve user interface and increase efficiency.
  - Designed graphics prototypes and preliminary website front-end.
  - Conducted and evaluated Alpha/Beta/Build tests for mobile (cyclos) app and website...see mor
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### Digital Currency Researcher

Chicago Board of Trade

May 2014 – Jul 2014 · 3 mos

Greater Chicago Area

- Performed field research in soy trading.
  - Bridged content from digital and physical interfaces involved in day-to-day trading.
  - Conducted contextual analysis of CME operations; established possible frameworks for trading digital currencies. ...see mor
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### Design Consultant

Encountour LLC · Freelance

Jul 2008 – Jan 2009 · 7 mos

HQ: Antigua, Guatemala

- Designed company website; developed user engagement strategy.
- Reduced shopping cart abandonment by enhancing the user experience during the payment process.
- Created logos and brochures used for public relations, social media, and on-camp ...see mor

[Show 2 more experiences](#) ✓

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## Education



### Product School

SPM, Software Product Management

2017 – 2017

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## General Assembly

UXD Certification, User Experience Design

2016 – 2016

An Immersion into the concepts, principles and best practices surrounding User Experience Design.

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## Cornell University

Bachelor of Science (BoS), Design & Environmental Analysis: Human Factors & Ergonomics

2007 – 2013

Activities and Societies: Human Factors and Ergonomics Society, User Experience Design Group, Design for America, Varsity Lightweight Rowing, Alpha Delta Phi Literary Society, CIC, PhiFashion

[Show 2 more education](#) 

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## Licenses & certifications



### Data Analytics Certificate

Product School

Issued Dec 2017 · No Expiration Date

Credential ID 11102900

[See credential](#)

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### Software Product Management

Product School

Issued Mar 2017 · No Expiration Date

Credential ID 10703110

[See credential](#)



