

Alex Rekas

Design Lead & Product Designer

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Summary

Design Lead with 12+ years simplifying complex, regulated enterprise platforms — healthcare, government, and enterprise SaaS. I rethink legacy workflows and turn dense policy and operational logic into clear, high-trust tools, partnering with engineering and compliance from strategy through delivery. Led a multi-state healthcare platform to WCAG AA / Section 508 compliance; design daily with AI-native tools (Claude, Figma Make) for research synthesis and rapid prototyping.

Work Experience

IdeaCrew / Design Lead

7/2020 - PRESENT, DC & REMOTE

Lead design across a multi-state health-insurance marketplace platform (DC, Maine, Massachusetts), defining shared workflows and patterns for eligibility, income verification, and subsidy determinations.

Redesigned core task flows through heuristic reviews and user feedback, cutting support calls by 32% and earning consistently strong client feedback.

Designed the Enroll App from concept through launch in Maine's Individual Market.

Translate complex healthcare policy and operational logic into clear decision-support workflows that reduce administrative burden for applicants and staff.

Rethought legacy workflows as design lead on a \$1M+ platform modernization (Bootstrap 3 to 5), improving UX across dozens of screens and bringing the full design system into WCAG AA / 508 compliance.

Partner with product, engineering, and policy/compliance leads from problem framing through delivery, shaping user stories, design patterns, and implementation decisions.

Prototype and validate new product concepts rapidly with AI-native tools (Claude, Figma Make), using AI for research synthesis and ideation, then lead design reviews to align cross-functional teams.

Own design-system governance (component architecture, documentation, and accessibility standards) so a development-focused team ships consistent UI at scale.

Established design as an equal partner in product planning within a primarily engineering-driven organization.

Contract & Freelance / Designer

4/2016 - PRESENT, DC & REMOTE

Newmark Knight Frank

Conducted user interviews with current and prospective users to inform product decisions and surface unmet needs. Communicated design rationale and key UX objectives to stakeholders through wireframes and structured presentations.

Contributed to front-end implementation of new software features alongside design work.

Centers for Disease Control & Prevention (CDC)

Built wireframes for cdc.gov aligned with newly established federal design guidelines.

Conducted a heuristic evaluation of the CDC website, producing a prioritized report of usability findings and recommendations.

Developed storyboards for digital content deployed across the website and social media channels.

Work Experience (Continued)

Marriott International

Led product and UX design for employee training systems, improving usability and learner experience.
Provided creative direction for brand photography, design systems, and print media for internal communications.
Designed logo identities and visual systems for internal teams and events within Marriott's enterprise brand standards.

Various Clients

Designed brand identities and marketing websites end-to-end for startups and established companies, from visual identity through launch.

Distributed Solutions / Designer

4/2013 - 4/2016, RESTON VA

Designed wireframes and high-fidelity mockups for new features and iterative updates across a multi-product enterprise software suite.

Built front-end implementations of designed screens using HTML, CSS, and JavaScript, bridging design and development.

Maintained visual guidelines and a shared asset library to enforce consistency across the product portfolio.

Skills

Design: Product design, UX/UI, design systems, wireframing, prototyping, user research, usability testing, accessibility (WCAG AA / 508), information architecture, interaction design, brand identity, experience architecture, service design, design governance, AI-assisted workflows

Tools: Figma, Figma Make, Claude & AI-native prototyping, Adobe Creative Suite (Photoshop, Illustrator, XD, InDesign)

Technical: HTML, CSS, JavaScript — proficient enough to collaborate fluently with engineering

Domain: Healthcare technology, government / federal, enterprise SaaS

Education

James Madison University

B.S. Studio Art - Industrial Design

2010, HARRISONBURG VA

Northern VA Community College

A.S. Mathematics

2008, LOUDOUN VA

*Summer design studio in Vienna, Austria and volunteer work for the specialized architecture program, Rural Studio at Auburn University in Alabama.