

Alexandra Wagner

Product Designer

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About

Product designer with 3+ years shipping data-driven digital products at scale, from navigation systems to commerce funnels. Close work with engineering and analytics taught me to design for what people do, not just what they see. My current research at Imperial – on how people actually make decisions with AI – feeds directly into that: I design for the judgment call, not just the click.

Education

Imperial College London

📅 2025 – 2026

MSc, Design with Behavioral Science

Thesis: Designing tools to help early-stage founders make better decisions using gen-AI.

Washington & Lee University

📅 2017 – 2021

B.A., Computer Science and Mathematics – Johnson Scholar

Experience

Ziff Davis (CNET / Mashable) – Product Designer

📅 Aug 2023 – Sep 2025

- Design lead for CNET's AI Atlas redesign, a data-driven restructure into a hub + filterable directory; prototypes secured two pre-launch sponsorships.
- Led CNET's site-wide navigation redesign with UX research, SEO, and engineering; increased page views per session 32% (1.24 → 1.64) in the first month.
- Sole designer on the Mashable rebrand; pitched three complete brand directions and won stakeholder approval for one.

Red Ventures (CNET) – Associate Product Designer

📅 Oct 2021 – Aug 2023

Same team; CNET moved to Ziff Davis via acquisition in 2023.

- Redesigned onboarding for CNET Shopping (Chrome extension), cutting 48-hour uninstall rate from 28.8% to 28.1% – an estimated ~\$25K in annual revenue.
- Cut two onboarding steps that testing showed caused drop-off, prioritizing completion over a secondary signup goal.
- Contributed reusable components to CNET's design system across desktop and mobile.

Red Ventures – Digital Design Intern

📅 Jun 2020 – Oct 2020

- Contributed to a redesign of onlinemba.com through design sprints and user testing.
- Won the Red Venture's case competition for an innovative redesign concept.

Tools & Skills

Technologies

Language

HTML CSS/SCSS TypeScript Python SQL

Software

Figma Miro Jira Amplitude

AI Tools

Claude (Design, Code, Agent SDK) Figma AI

Skills

Product

Product Discovery Stakeholder Management User Research
A/B Testing Statistical Analysis

Design

Behavioral Design Design Systems Prototyping Branding
Information Architecture Interaction Design

Interests

Spearfishing, scuba diving, travel, hiking, photography, baking sourdough