

# ROSEAN JAMEL ALEXANDER

Durham, North Carolina, 27705 / +1.919.308.3279 | Madrid, Spain, 28010 / +34.687.305.937

<https://roseanfrankale.github.io> | [rosean.frankalexander@gmail.com](mailto:rosean.frankalexander@gmail.com)

Mid-Senior technical generalist with a focus on product, UI/UX, and front-end engineering. Proven ability to lead technical operations and customer success initiatives. Skilled in collaborating with global cross-functional teams to drive innovation, improve processes, and deliver impactful digital solutions.

## SKILLS

### Business & Growth

Product Development Strategy, Technical Operations, Customer Success, Account Management, UI/UX, Technical Training & Support, IoT, Brand Development, PCI-DSS, ISO Management, Lead Generation

### Design

UI/UX Design, Prototyping, Wireframing & Mockups, Interaction Design, User Stories & Journey Mapping, Responsive Design, Sketching

### Software Development

JavaScript, Node.js, React, HTML5, CSS3, Bootstrap, jQuery, MySQL, APIs, Tailwind, Vue

### AI & Data Insights:

Generative AI (ISO Projects), Prompt Engineering, AI-Powered Analytics, Data for AI/ML Models

### Tools:

Adobe Creative Cloud, Ableton Live, Asana, Balsamiq, Canva, ClickUp, Figma, Final Cut, GarageBand, Git, Google Analytics, Google Workspace, HubSpot, InVision, iMovie, Jira, Mailchimp, Sketch, Slack, Trello, WordPress, Zendesk

### Languages:

English (Native), Spanish

## WORK EXPERIENCE

### Freelance

*JUL 2019 - PRESENT*

To cater to a diverse clientele, I provided product, design, and technical initiatives. These initiatives utilized UI/UX, front-end development, and AI project management to deliver impactful digital solutions.

### Product Engineer, UI/UX & Frontend

*Nebusis Cloud Services, LLC., Reston, VA./Madrid, Spain*

*NOV 2020 - JUN 2024*

- Collaborated with CEO to define and execute the product roadmap resulting in a **12% increase in user engagement**.
- Managed **ISO AI projects** through the implementation of an AI chatbot.
- Led multi-location onboarding for a global Fortune 500 company and government institutions.

### Sales Development Representative (Contract),

*Frenetic, Madrid, Spain*

*JUL 2023 - SEP 2023*

- Conducted in-depth research on potential clients to personalize outreach and tailor messaging.
- Identified and qualified high-potential leads through targeted outreach and cold-calling, generating a **20% increase in new opportunities** for the sales pipeline.
- Utilized HubSpot to segment leads and prioritize high-value accounts.

### Technology Consultant & Frontend Engineer (Contract)

*Newsoil, LLC., Durham, NC*

*AUG 2019 - JUN 2020*

- Defined website and e-commerce roadmap. Implemented order tracking and confirmation systems.
- Integrated WooCommerce store, resulting in a **50% increase in online transaction rates**.

### Customer Success Consultant (Contract)

*Curemint Inc., Durham, NC*

*JUL 2019 - AUG 2019*

- Defined and implemented **the foundational customer onboarding strategy** (KPIs/OKRs), conducting product demos, **automating acquisition processes**, and providing key input for beta feature development.

## CERTIFICATIONS

---

### Google Analytics:

Analytics for Beginners  
Analytics Individual Certification

### Hubspot:

Content Marketing  
Inbound & Inbound Sales  
Sales Software

### Coursera:

Digital Product Management  
Specialization (UVA, Darden School  
of Business)  
Google UI/UX

## EDUCATION

---

North Carolina Wesleyan University,  
Rocky Mount, North Carolina  
B.S. Computer Information  
Systems, B.A. Business  
Administration, 2015

## PROJECTS

---

### Nebusis Cloud Services, LLC

*Website & AI Chatbot Project*  
NOV 2020 – JUN 2023

- **V1 Redesign:** Restructured the original website, creating new landing pages.
- **V2 Implementation:** Led rebuild of crashed site, used wireframes and vector assets for A/B testing.
- **Outcomes:** Developed ISO policies using **Generative AI** and created pages using **WordPress + Elementor**.

### Qurado

*UI/UX Consulting*  
NOV 2020 – JUN 2023

- Created new sitemap and redesigned checkout/payment flows.
- Collaborated on branding concepts and modern typography.
- Used **Figma, Adobe Creative Cloud, Notion** to increase traffic.

## WORK EXPERIENCE

---

### Director of Customer Success

*BruVue Inc. Raleigh, NC*  
JAN 2019 – JUL 2019

- Fostered and developed relationships with SMB's C-level clients (Bars, Music Venues, Sports Arenas). Provided onboarding and support for small to national restaurant and hospitality companies
- Increased product adoption by presenting product features via real-time demos or education sessions.
- Enhanced usability via documented user stories, product specifications, and feature requests.
- Assisted the development team (Node, React) with data and app maintenance.

### Inside Sales Representative

*Marca Global LLC., Denver, CO*  
OCT 2017 – MAR 2018

- Executed outbound call campaigns (**70 calls per day**).
- Updated, edited, and maintained a custom CRM (**800+ leads per month**).
- Defined closing strategies and crafted tailored RFPs.

### Project Manager/Customer Success

*Speedly Inc., Durham, NC*  
JUN 2016 – MAY 2017

- Facilitated the completion of **Annual PCI Compliance Assessment** with the SRE/DevOps team.
- Qualified and managed inbound leads during their assessment of the Speedly API.
- Assisted customers with technical, implementation, and migration inquiries.
- Submitted feature requests and monitored developments throughout the projects duration.

### Technical Operations Coordinator

*Etix Inc., Morrisville, NC*  
FEB 2014 – JUN 2016

- Managed product/hardware planning, procurement, security/PCI, reporting, seasonal demand projects, and scheduled equipment rollouts.
- Collaborated with the Tech. Ops. Manager to implement inventory management/tracking software (barcode asset tagging) for over **5500 pieces (\$2.5M) of rental equipment**.
- **Reduced company box office hardware by 35%**, resulting in savings exceeding \$200K+.
- **Achieved a 65% reduction in shipping costs**.
- Engaged in product unit testing, including troubleshooting of beta and v1. iPhone apps.