

EXPERIENCE

Andculture

2017 - Present

UI/UX Designer

Maintained and extended a design system for a large-scale learning management platform.
Designed complex UI components, solved user experience challenges, and created user-flow maps.
Remotely collaborated with a 20 person product team.

WIHP Hotel Marketing

2012 – 2017

Art Director, UI/UX Designer

Produced over 200 international direct-booking and luxury hotel chain Websites.
Coordinated marketing efforts and advertising campaigns to assist hotels in profitable sales.
Collaborated with account managers and clients to revise and deliver final products.
Accelerated production by developing reusable systems for the company.
Mentored and trained new design team members.

Big Sea Design & Marketing

2010 – 2012

Web Designer

Operated remotely on various projects, employing user-centered design best practices.
Converted designs from static images to compliant markup using CSS frameworks.

Roger West Creative & Code

2008 – 2010

Web Designer, Front-end Developer

Administered design projects for diverse clientele, including the healthcare and restaurant industry.
Headed electronic and traditional marketing campaigns to create unifying brand messages.
Lead the Wild Wing Café franchise Website redesign, resulting in 60,000 page visits per month.

Direct Interactive

2006 – 2008

Front-end Developer

Converted designs into browser compatible compliant code to be used for Web applications working directly with Web programmers.

Alex Swanson Creative

2005 – Present

Owner, Web Consultant, Web Designer

Create Websites, business cards, brand identities, motion graphics, and illustrations.

EDUCATION

Art Institute of Tampa

2006 – 2009

Bachelor of Fine Arts Degree, Interactive Media and Web Design

Dean's List of Scholars, Cumulative GPA: 3.8

PERSONAL SKILLS

Ability to facilitate creative direction for other designers in an analytically positive way.

Extremely dependable and requires minimal supervision on independent projects.

Efficient in conceptualizing creative ideas to accurate deliverables.

Practical critical thinking and organizational skills.

Assertive feedback input while maintaining cooperation in team environments.

TECHNICAL SKILLS

Highly proficient in Adobe CC programs, Sketch, Figma, Principle app, Abstract, Omnigraffle, HTML/CSS mark-up.

Knowledge of design version control, responsive design, motion design, digital illustration and application design.

Versatile in Windows or Mac OS environment.

Customization skills of content management systems.

Experience editing digital video and audio for multimedia environments.

Experience maintaining and extending design systems.