

ALEJANDRO VEGA

UX/INTERACTIVE DESIGNER

Passionate about visual communication and human-computer interactions, advocating for a user-centered design. Strives to create innovative digital products focused on solving real human needs. Possesses a diverse background in marketing, graphic and industrial design with a deep interest in digital experiences, rapid prototyping and agile methodology.

WORK EXPERIENCE

LEAD VISUAL DESIGNER / UX DESIGNER

Alen Corp, Austin TX | 2012-Present

- Redesigned the air purifiers filter pages on alencorp.com using a user centered and mobile first approach. This radical redesign helped to streamline the process of getting a replacement filter by making it more user friendly and visually compelling. Using a responsive framework based in Bootstrap allowed to decrease costs by reusing template pages and provided a robust scalability when new products are added. Redesigning this page meant an increase of revenue by 31%.
- Designed and implemented in Shopify a filter selectivity pop up screen that allows user have more information about any specific filter and select it in that context. The addition of this module to the product page improved the conversion rates in filters and filter bundles by 23%.
- Created a User Experience documentation with Personas and a comprehensive Heuristic Evaluation to be used by designers and developers alike and help them keep focused on user goals. This represented a substantial improvement in the design and development process.
- Designed wireframes, interactive prototypes and visual design of the 'Why Design Matters' Landing Page on alencorp.com. This page helped to increased the revenue by providing an interactive and visually compelling experience about customizing air purifiers based on specific interior design styles.

FREELANCE UX DESIGNER / ART DIRECTOR

Alejandro Vega Design, Austin TX | 2008-Present

- Designed and conceptualized the visual identity for gotReps, a company created to work as a liaison platform between potential clients - usually not in the US - and customer representatives looking for work in commercial expositions and tradeshow.
- Designed wireframes, interactive prototypes and visual comps for the gotReps website maintaining the guidelines and visual styles defined by stakeholders and the brand identity.
- Designed of the visual identity for Guantanamera, a fine Cuban restaurant in Austin, Texas. This project continued with the design of the website based on a bootstrap framework and the interior design of the restaurant, including interior and exterior signage, menus, business cards, etc.
- Designed infographics for Signet, an interactive agency established in Houston, Texas. These infographics were used to explain some abstract concepts such as web metrics and digital marketing in the agency's blog.

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WORK EXPERIENCE (Continued)

WEB DESIGNER / FRONT END DEVELOPER

BancVue, Austin TX | 2009-2012

- Designed wireframes and interactive prototypes for small community banks and credit unions.
- Designed high-impact, user-centered pages aligned with client's brand and value proposition.
- Designed billboards, brochures, magazine ads and other marketing collateral for community banks and credit unions.
- Designed and coded HTML email campaigns for both clients and internal use

GRAPHIC / WEB DESIGNER

Mercury Mambo, Austin TX | 2005-2009

- Responsible for art-directing and design of the 2008 Dr Pepper campaign for the hispanic market in the US, print collateral, merchandising and point-of-sale marketing materials.
- Designed point-of-sale print materials, billboards, card wrap graphics and other collateral for 7Up Ad campaign targeted to the hispanic market in the US.
- Designed the webpage DrPepper Sabrosura Art Contest dedicated to promote and sponsor local hispanic artists.

GRAPHIC / MULTIMEDIA DESIGNER

Grafos Advertising Agency, Havana Cuba | 2001-2004

- Responsible for designing multiple clients' collateral materials, multimedia design and digital photo retouching. Participated in the design of booths for Trade Fairs and Conventions which increased clients' brands awareness and exposure.

EDUCATION

CERTIFICATE IN INTERACTION AND USER EXPERIENCE DESIGN

University of California at San Diego

Coursera.org (online) | 2016

ASSOCIATE DEGREE IN INTERACTION AND WEB DESIGN

Austin Community College

Austin, TX | 2009

BACHELORS DEGREE, INDUSTRIAL DESIGN

Institute of Industrial Design

Havana, Cuba | 2001

AREAS OF EXPERTISE

UX Design | UI Design | Rapid prototyping using InVision and Marvel apps | Agile Development Methodology | Wireframing | User Testing | Shopify e-commerce platform | HTML Email Marketing | Adobe Experience Design | Sketch | Adobe CC | Bootstrap and Foundation frameworks | HTML, CSS, JS, PHP | Photo and Video Editing

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