

Alejandro Vega



www.alejandro-vega.com
alejandrovegab@gmail.com

Education

A.D. Visual Communication, 2007
Austin Community College, Austin, TX

B.A. Industrial Design, 2001
Higher Institute of Industrial Design, Havana, Cuba

Experience:

Alencorp, Senior Web Designer, Austin, TX.

April 2012 - Present

- Responsible for designing and coding HTML email campaigns and landing pages following HTML/CSS best practices and standards. Responsible for maintenance and overall performance of the Alencorp.com website. Involved in the creation of wireframes and prototypes aimed to improve the User Experience across different pages. Designing products packaging, brand campaigns and logos are also part of the responsibilities.

BancVue, Web Designer, Austin, TX.

March 2009 - April 2012

- Responsible for designing web sites for financial institutions such as banks and credit unions. Creation of wireframes, mockups and prototypes are part of these responsibilities, as well as working closely with the front end development team to ensure correct design implementation. Also responsible of designing print ads and collateral material for the aforementioned institutions.

Mercury Mambo, Art Director and Web Designer, Austin, TX.

July 2005 - March 2009

- Responsible for art direction, the design of collateral, and directing freelancers and photographers
- Created the OOH design for the 2008 Dr Pepper Sabrosura campaign, which ran throughout the southwestern United States
- Designed and developed the second version of the Mercury Mambo website, including the "Cup o' Mambo" Blog
- Designed the "Show me your Sabrosura" art contest flash module, which appeared on Dr Pepper's main website
- Designed drpeppersabrosura.com, which featured the aforementioned art contest.
- Designed the Texas WIC website

Grafos Advertising Agency, Graphic Artist, Havana, Cuba.

Aug. 2001 - Oct. 2004

- Responsible for art direction, the design of collateral, directing freelancers and photographers
- Responsible for digital photo retouching, multimedia and web page design
- Digitally designed kiosks for commercial fairs, and received the best-designed kiosk award at the Havana International Fair in 2001

Technical Skills

Adobe Creative Suite CS5.5: Adobe Illustrator, Photoshop, InDesign, Fireworks, Flash, Dreamweaver, After Effects, 3DMAX, HTML, CSS, Action Script 2 and Javascript. I can work with both Mac and PC.